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# Agriculture & Natural Resources Appropriations Subcommittee

October 8, 2013  
1:00 PM – 3:00 PM  
Reed Hall



### **AGENDA**

Agriculture & Natural Resources Appropriations Subcommittee  
October 8, 2013  
1:00 p.m. – 3:00 p.m.  
Reed Hall

- I. Call to Order/Roll Call
- II. Opening Remarks
- III. Presentation by the Department of Citrus on Marketing
  - Doug Ackerman, Executive Director, Department of Citrus
- IV. Update on Citrus Greening Research by:
  - Mike Sparks, Florida Citrus Mutual
  - Dr. Harold Browning, Citrus Research & Development Foundation
- V. Update by the Department of Agriculture & Consumer Services on the Florida Agriculture Promotion Campaign
  - Susan Nardizzi, Division Director of Marketing & Development
- VI. Closing Remarks/Adjournment



# Florida Department of Citrus

Doug Ackerman, Executive Director



Presented to  
**Florida House of Representatives  
Agriculture and Natural Resources  
Appropriations Subcommittee**

October 8, 2013

# Agenda

- Strategic Platform
- Challenges to the Industry
- 2013-14 Marketing Plan



## The Florida Citrus Industry

- Over \$9 billion industry
- 76,000+ employed
- 8,000 growers
- Oranges: primarily processed and domestic
- Grapefruit: fresh and processed, domestic and export
- Specialty: tangerines, tangelos, temples





## New FDOC Mission Statement

Maximize consumer demand for Florida citrus products to ensure the sustainability and economic well-being of the Florida citrus grower, the citrus industry and the State of Florida.





## Key Strategic Initiatives

1. Improve relevance of Florida Citrus.
  - Increase relevance and consumer loyalty for Florida citrus.
  - Increase in the perceived level of price/value relationship
2. Demonstrate value of the FDOC.
  - Increase grower awareness of FDOC value-added proposition.
  - Increase level of stakeholder satisfaction.







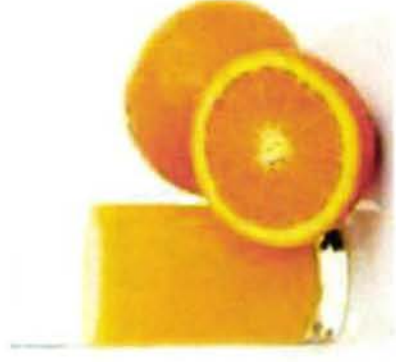
## Key Strategic Initiatives

3. Enhance Organizational Resources
  - Develop a needs-based plan for optimizing human resources.
  - Develop a needs-based plan for optimizing infrastructure.



## Challenges to the Industry

- Changes in the consumer environment
  - Millennial
  - Sugars/Obesity
  - Biotechnology
- Decreased production
- Increased competitive pressures
- Increased economic pressures



# 2013-14 Marketing Plan





# Consumer Driven

What we communicate, to whom, how



- Positive, relevant messages that resonate
  - Natural energy, nutrition and goodness of Florida orange juice
  - Health, wellness and versatility of Florida grapefruit
- Consumers/Channels
  - Orange Juice
    - Primary: Future Loyalists, 18-40
    - Secondary: Loyalists (Health Conscious Connoisseurs)
    - Key influencers, media
  - Grapefruit
    - Adults 45+
    - Key influencers, media





# Consumer Driven

What we communicate, to whom, how



- Consumers/Channels
  - Shopper marketing
    - Targeted retailers
  - Away From Home
    - Foodservice influencers
    - School children, parents, teachers, key influencers
- Marketing mix
  - Advertising, Public Relations, Shopper Marketing, Away From Home
  - Optimized, integrated





# Domestic Marketing 2013-14 Budget Summary

As of 08.05.13

2013-2014	GEN OPS	PR	ADV	PROMOS	
	984,250				984,250
ALL VARIETIES		438,000			438,000
ORANGE JUICE		2,500,000	16,216,500	4,000,000	22,716,500
FRESH GFT/GFT JUICE		485,000	500,000	795,000	1,780,000
FR FRUIT - ORG/SPEC		0	50,000	0	50,000
GIFT FRUIT		0	63,000	0	63,000
IN-STATE		313,500		0	313,500
AWAY-FROM-HOME		0		414,000	414,000
SCHOOL MARKETING		0		516,000	516,000
	\$984,250	\$3,736,500	\$16,829,500	\$5,725,000	<b>\$27,275,250</b>



# Advertising

- Objective
  - Motivate consumers to drink everyday
- Targets
  - Primary – Future Loyalists (18-40)
    - Lifetime value 145 gallons
  - Secondary – Loyalists
    - Foundation: Drink a glass daily
- Media plan includes
  - Television
    - "Flight Attendant" (:30/:15)
      - Launch 9/30
    - Juice Pour
      - Continue to support Nutrition program
  - Digital
    - 4 screens
    - Increased video



**TAKE *on* THE DAY**  
WITH THE NATURAL GOODNESS  
OF 100% FLORIDA ORANGE JUICE





## Public Relations

- Future Loyalists
  - Motivate more passion for daily OJ consumption
    - Like OJ
    - Have many choices
    - Drink lots of beverages everyday
    - Not tethered to breakfast – drink throughout the day
  - Inspire to see orange juice as an exceptional source of healthy natural energy whenever they need it most throughout their day







## OJ News Bureau

- Leverage Real-time media opportunities to increase coverage for Florida orange juice
  - “The Bridge” = Real time engagement
- Sample hooks include
  - Cold and flu season wellness tips
  - Recipes/usage ideas for key holidays and occasions
  - Culinary tips for entertaining
  - National Orange Juice Day in May



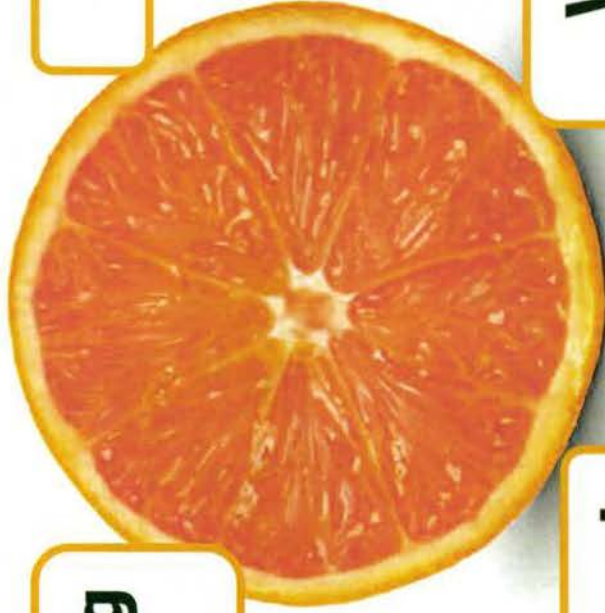
# Public Affairs

**Media Monitoring  
& Response**

**Collaboration**

**Issues Management**

**Website & Social  
Media Channels**





## Shopper Marketing

- "Core Five" retailers plus targeted regional
- Changes for FY 2013-14
  - Added Target into "Core Five"
    - Target's current emphasis and effort toward expanding their grocery offerings
    - Similar shopper characteristics as FDOC
  - Testing the convenience channel with Circle K
    - High concentration of Future Loyalist shoppers
- Take advantage of opportunities as they present themselves



# Partnerships Make a Difference

- Maximize budget and exposure
  - Contributions **\$2,062,456**
  - Secondary locations
- Partners value orange juice
  - Household penetration, good for you
  - 14 partners in 2012-13
- Strategic Partnerships
  - Develop year-long plans
    - Increase sell-in success rate at the retailers
    - Execute more effectively in-store
  - Two more



## ConAgra Foods®





# Schools

**Goals: Build brand awareness and create junior orange juice ambassadors**



## Curriculum: Print & Digital

- Printed Teacher's Kit with Poster
- Website
- Email Activities
- Health & Wellness, Agriculture, Science and History

## 12 kid-friendly recipes

- Follow NRA guidelines
- Includes nutrition analysis

## Events

- 159 Florida public elementary schools; Spring 2014
- Continue with 45-minute "experimental presentation" format
  - Captain Citrus
  - Fresh Fruit and juice sampling
  - **NEW! Survey teachers during visit about curriculum use and event preferences**





# Foodservice

## Citrus Usage

- Inspire key targeted operators and chefs – innovative ways use citrus
- *Tantalizing Tastes* recipe book due in October



## Operator Support



- National Server Suggestive Sell Program
  - Front-of-house and Back-of-house signage; pre-program communications; social media
  - Estimated date: Spring 2014





## Grapefruit Marketing

- Combine processed and fresh budget:  
maximum efficiency
  - Programs tie together
- Loyal and lapsed users
  - Adults 45+
  - Encourage purchase/more frequent purch
- Promote health & wellness and versat
  - Sophisticated recipes
  - Wellness tips
  - Compelling research news





## Grapefruit Marketing

- Focus on season – December – March
- Support
  - Lead with shopper marketing
  - Extend with public relations and digital advertising
- Key markets
  - Atlanta, Baltimore, Boston, Miami, NYC, Orlando, Philadelphia, Tampa & Wash DC







# Grapefruit Consumer

One of the perks of middle age is understanding who you  
are and knowing what you like...  
... and taking action accordingly!



Remind consumers why they love grapefruit/grapefruit juice and give them reasons to act on that feeling.



## Creative Direction

- "It's a Zing Thing!"
- Focus on unique taste appeal and ability to Zing! ordinary meals

It's a Zing Thing

Put an extra spring in your step with the healthy zing of grapefruit.

It's hard to put into words, but grapefruit lovers feel it every day. They know how to feel young, live with vigor and get their nutrition the delicious way. They know how to squeeze the most out of everyday with the sweet and tangy taste of grapefruit. It's not something you can measure. It's just felt, free and refreshing. It's a zing thing.





## Five Core Retailers



Publix®



## Partners Extend Budget

- \$149,230 OPM!
  - Maximizes budget and exposure
  - Spreads messages around store
- Communication focus
  - Recipes and meal solutions
  - Increasing usage occasions
- Developing programs for season





# "Flight Attendant"

:30



# A Day in the Life of Future Loyalists

Listens to Spotify playlist at the gym



Updates Facebook status



Plays games on commute home



6AM



Wakes up to phone alarm and checks email, weather

**YAHOO!**

9AM



12PM



Takes a break at work to look up recipes, check email, scope out Facebook

4PM

6PM



Tunes in to favorite TV shows; checks sports scores

9PM

11PM



# Media Strategy: Lifestyle relevance

## TV & Digital Screens

- Top media used by target
- Multi-screen campaign for reach and impact

## Increase Digital (20% of mix)

- Engage with video, mobile/tablet, social
- Extend TV buy online

## Concentrate TV spend

- Adjust daypart mix
- Focus on Cable

## Prioritize October-March

- Key seasonality
- Start off strong at launch





# TV Network Highlights



- Pretty Little Liars
- Melissa & Joey
- 25 Days of Christmas Special



- Parks & Recreation
- Arrested Development
- Totally Biased



- Family Guy
- American Dad
- King of the Hill



- Teen Wolf
- Girl Code
- Ridiculousness



- Tosh.0
- Community
- Futurama



- Friends
- My Wife and Kids
- George Lopez



- How I Met Your Mother
- Archer
- FX Movies



- Single Ladies
- Hollywood Exes
- La La's Full Court Life



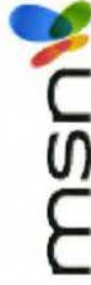
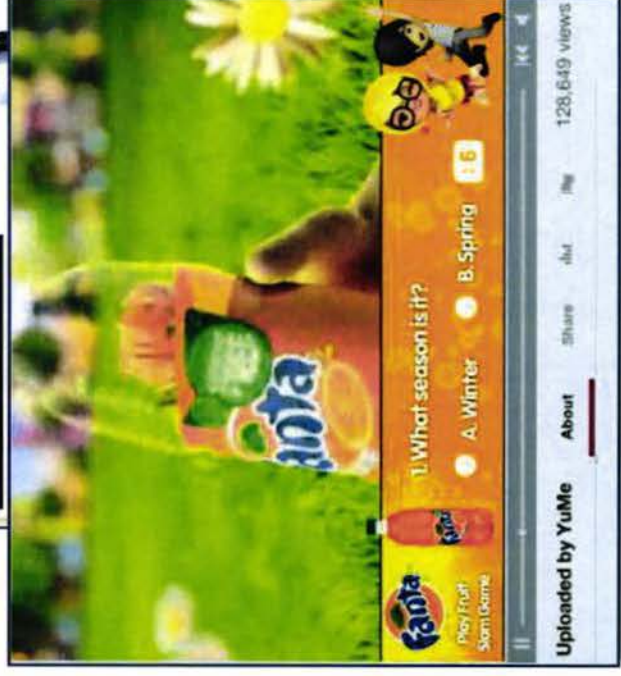
- The Big Bang Theory
- Conan
- TBS Movies





# TV-Online

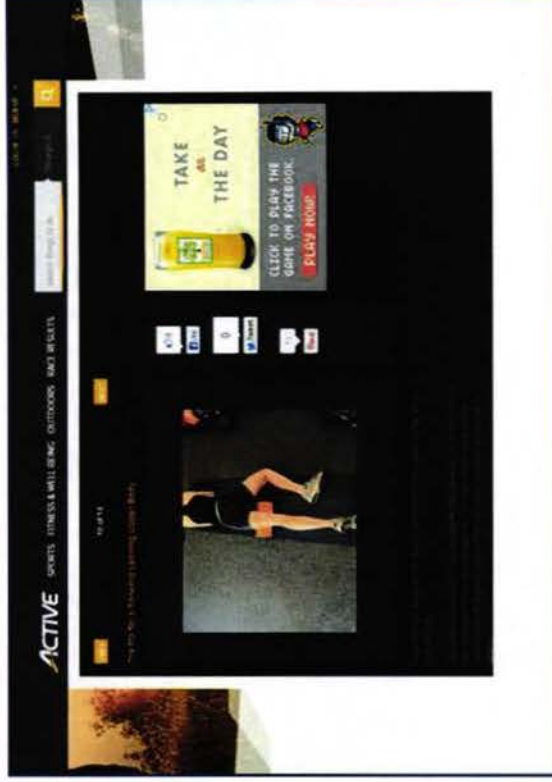
- Complement TV by extending to online properties
- Leverage ad networks to maximize video reach on relevant sites
  - Standard Video with Banner
  - Custom Trivia Game
- Able to target "light" TV users through data partners
- Sample Sites





# Desktop / PC

- Maximize campaign reach through ad networks
- Tactics
  - Display banner ads
  - Behavioral & Contextual Targeting
  - OJ Nutrition Banners & SmartBrief Newsletters
- Sample Sites



very funny

**SELF**

**Health**

**ESPN**

**CBS SPORTS**

**SmartBrief**



AVZ Accuen  
The Trading Desk



**the ONION**

**PANDORA**  
internet radio



# Summary

	2012/13 TV-84% Digital-16% A18-49	2013/14 TV-80% Digital-20% A18-34
<b>Total Budget</b>	\$14.5	\$11.6
<b>TV Budget</b>	\$12.2	\$9.3
<b>Digital Budget</b>	\$2.3	\$2.3
<b>TV TRPS</b>	1385	1157
<b>TV Weeks</b>	18	14
<b>% Reach</b>	71	64
<b>Frequency</b>	19.4x	18.1x
<b>TV Impressions</b>	1,821,137,616	794,394,199
<b>Digital Impressions</b>	270,138,904	244,000,000
<b>Total Impressions</b>	<b>2,091,276,520</b>	<b>1,038,394,199</b>

\*Budgets in millions

\*\*R/F excludes digital



# Questions?



[floridajuice.com](http://floridajuice.com)

[fdcgrower.com](http://fdcgrower.com)





# State of the Florida Citrus Industry

House and Senate Agriculture Appropriation Committees  
October 2013

# State of the Florida Citrus Industry

1. Citrus covers 525,000 acres – down from 845,000 just 15 years ago
  - 127,000 abandoned citrus acres
  - On-tree value of \$1.12 billion, down 32 percent from \$1.64 billion in 2011-2012
  - Unprecedented fruit drop due to HLB in 2012-2013

\*Source: Florida Agricultural Statistics Service.

## State of the Florida Citrus Industry

2. Grower prices are good; a function of production rather than consumption
  - Production costs reach up to \$2,000 an acre; \$500 prior to HLB
  - Very small margins if at all

\*Source: University of Florida, Institute of Food and Agricultural Sciences, Ron Muraro.



## State of the Florida Citrus Industry

3. Despite challenges, Florida citrus still represents a \$9 billion industry that supports 76,000 jobs
  - Provides economic backbone for many communities across Florida
  - Third, fourth and fifth generation family farms

\*Source: Florida Department of Citrus, Economic and Market Research.

# State of the Florida Citrus Industry

4. Faith in research- fight against invasive pest and disease.
  - Thank you; 2013 Legislative Appropriation
  - Partnership with the State and Florida citrus growers
  - Funded short-term research
  - \$8.0 million

# Update on Citrus HLB Research

- Overview
- Near-Term Projects Enhanced with State Legislative Funding
- Summary of Legislative Funding Commitments



Citrus Research and  
Development Foundation, Inc.

## Overview of CRDF Research and Delivery

- Currently 132 Research Contracts in CRDF Portfolio
- 1-3 Years Duration
- Distributed across 12 categories of research focusing on:
  - Asian Citrus Psyllid – vector suppression
  - Candidatus Liberibacter asiaticus – targeting the pathogen
  - Citrus Tree Response to Infection – plant research
- Ranging from Near-Term to Long-Term Solutions
- Commercial Product Delivery Projects Moving Solutions to Field

## Research Goals – Short-Term Delivery



Retain Health of Existing Trees  
– Critical for Near-Term Industry Survival



Provide Tools for Success of New Plantings  
– Necessary for Stabilizing Loss of Acreage

# Asian Citrus Psyllid Control Strategies

- Chemical Control
  - Old Trees and Young Plantings
  - Stewardship of Current Materials
- Biological Control
- Attractants and Repellents
- Cultural Practices



Basal Trunk Application of Neonicotinoid Insecticide

Photo Courtesy UF, IFAS M. Rogers

# SWFREC Aug 2013

No Compost

White Mulch

Compost

Metalized  
Mulch

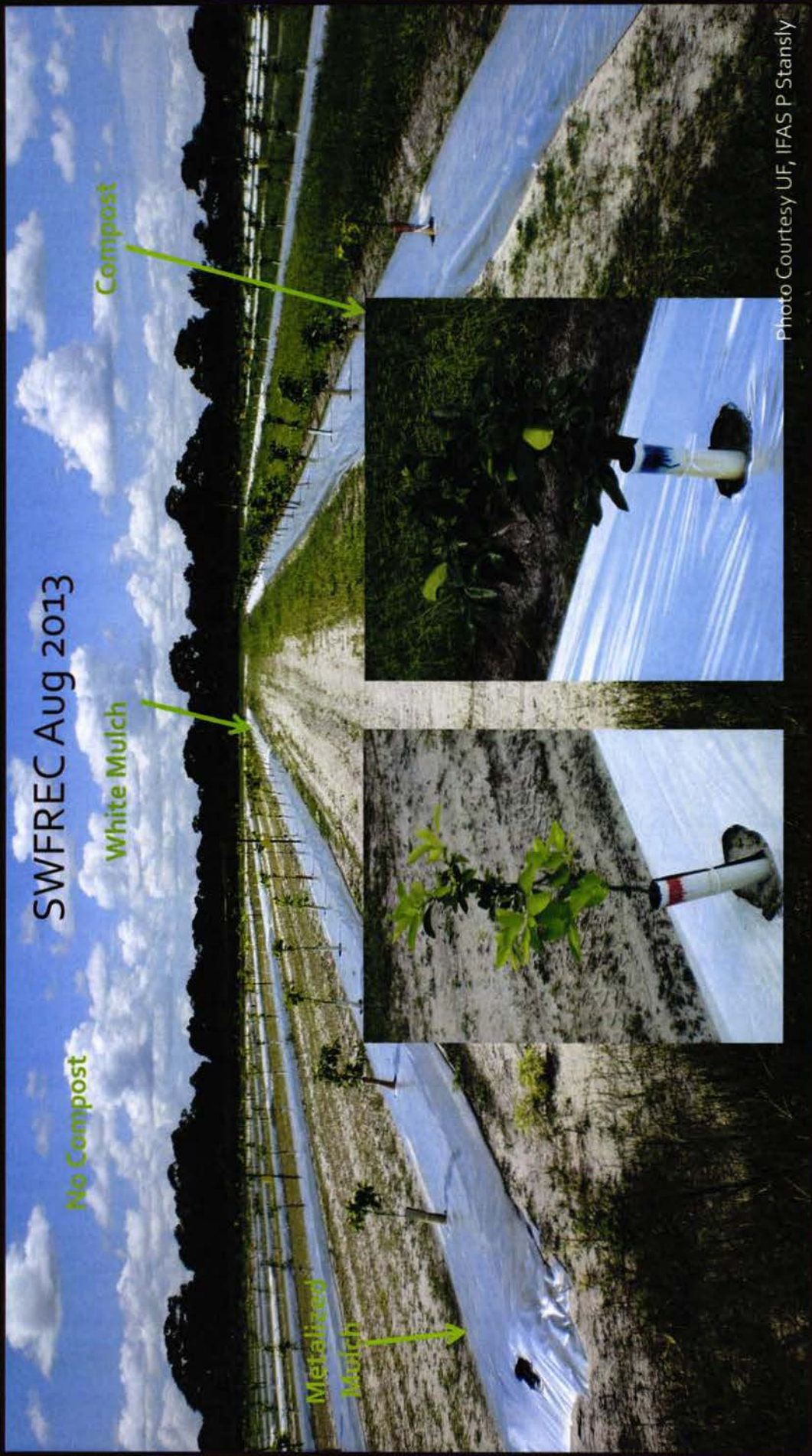
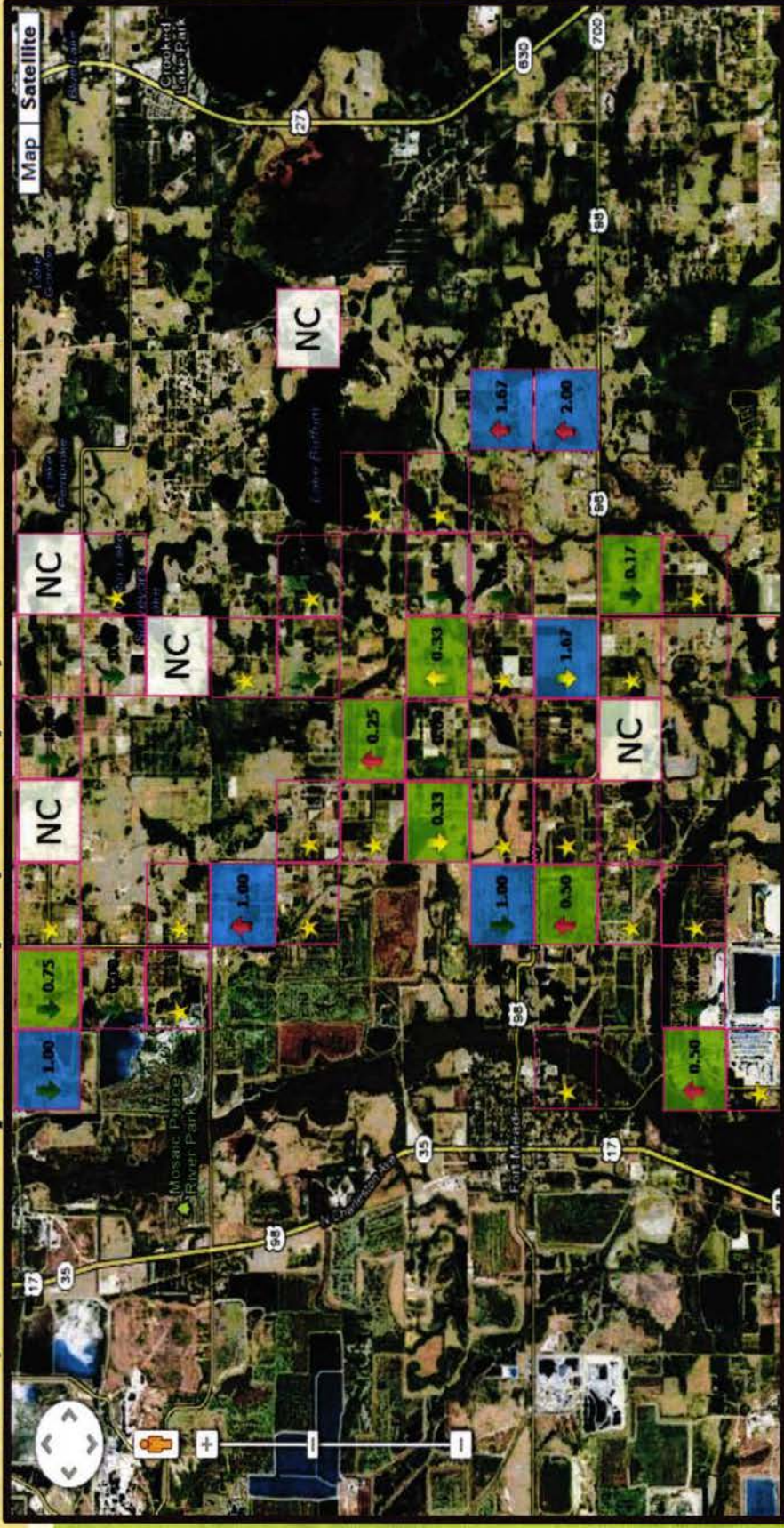


Photo Courtesy UF, IFAS P Stansly

# Citrus Health Management Areas (CHMAs)

Average Psyllids per Section  
Cycle 31 = 1.47

Ft. Meade/Alturas Cycle 31 4/22/13 – 5/10/13





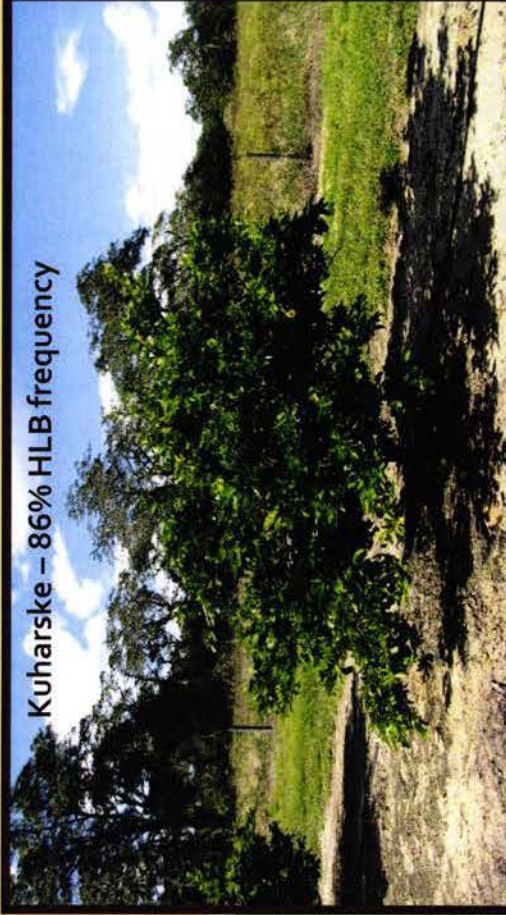
## Cultural Practices – Caring for HLB Infected Trees



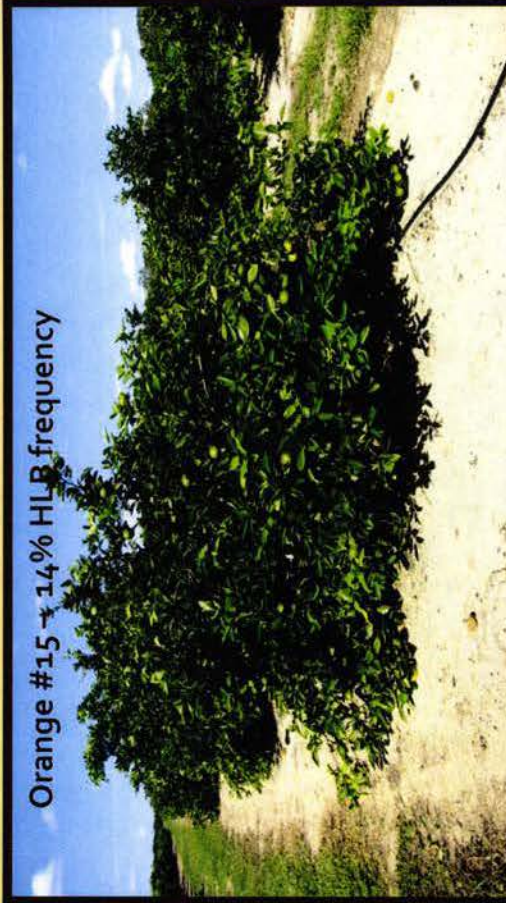
Photo Courtesy UF, IFAS P. Stansly

## Tolerant Candidate Citrus Rootstocks

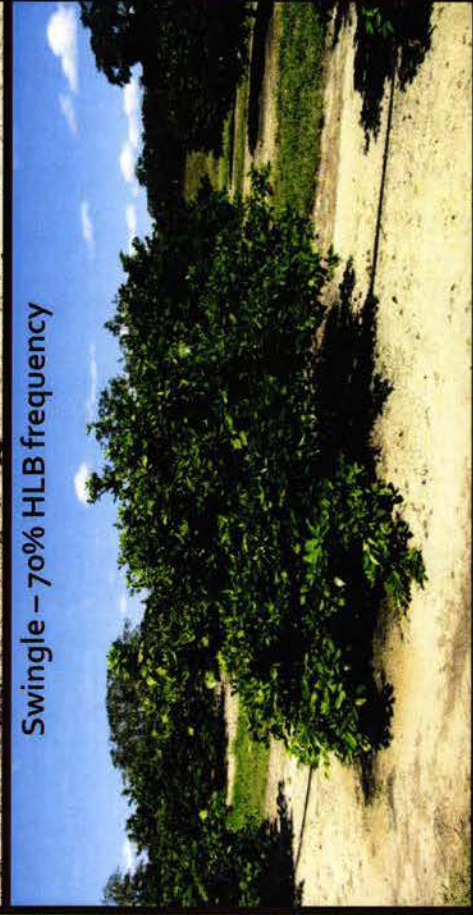
- All Citrus Field Trials in Florida are now Challenged by HLB
- Rootstock Trials Demonstrate Variable Disease Symptoms
- This Variation May Provide Reduction in Disease – How Long?
- Research Continues to Understand Phenomenon
- CRDF is Leading Effort to Get Material Cleared for Scale-up to Commercial Plantings
- Two Commercial-Scale Plantings are planned for 2014-15
- FDACS, DPI Assisting in Delivery of New Plant Material



Kuharske – 86% HLB frequency



Orange #15 – 14% HLB frequency



Swingle – 70% HLB frequency



Orange #19 – 23% HLB frequency

HLB-infected trees in the St. Helena Project – differences in infection frequency & disease severity

# Thermal Therapy to Reduce Bacterial Titer

3 Days of 125 Degrees Will Reduce Bacterial Titer in Canopy of Treated Trees



Photo Courtesy UF, IFAS R. Ehsani

View of Citrus Tree Inside Treatment Tent



Experimental Single Tree Treatments, Ft. Pierce



Photos Courtesy UF, IFAS R. Ehsani

Symptomatic mid-summer treated (L) [treatment date: 10-July-2012] and untreated (R) citrus canopies nine months after thermotherapy.

# Scaling up Thermal Therapy



Use of fine-mesh screen to prevent bee access in California fresh citrus plantings



Photos Courtesy UF, IFAS R. Ehsani

First trial of thermal fabric applied to Florida citrus planting for proof of principle

# Prototype for Application of Thermal Fabric to Rows

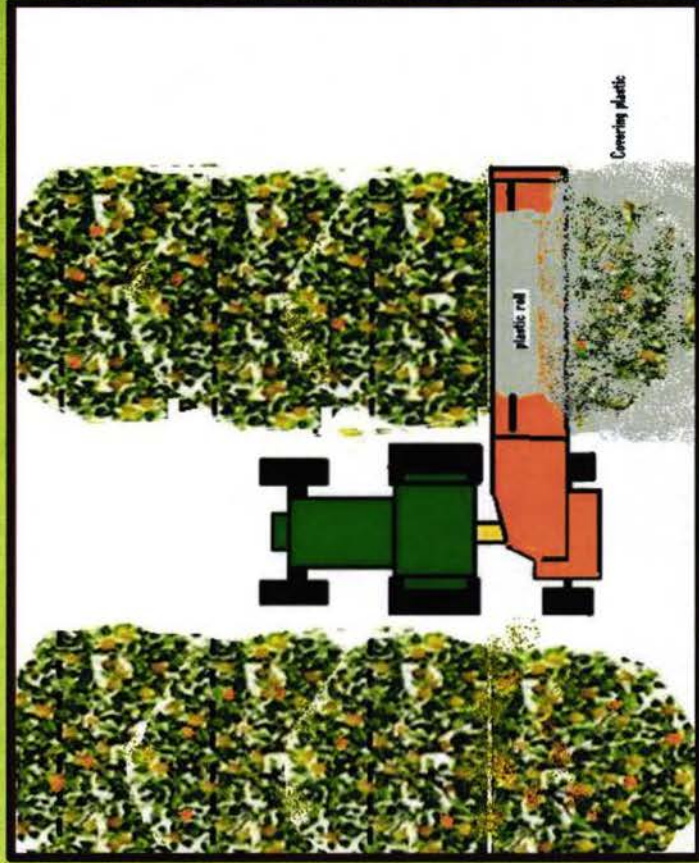


Photo Courtesy UF, IFAS R. Ehsani

Over-the-top Application of thermal barrier fabric to cover tree rows. Fabric is unfolded to reach soil level and edges covered to hold fabric in place

## Antimicrobial Treatments for HLB

Small molecules that are capable of reducing or eliminating the bacterial pathogen if successfully delivered to the tree phloem

- Initial sponsored research; antimicrobial activity in citrus cuttings; target ID from bacterial genomics
- InnoCentive™ prize promotion
- 11 Compounds selected now grouped into
- 5 Commercial Product Delivery Strategies
- Conventional Antibiotics, Agricultural Antibiotics, New Molecular Entities, Biopesticides, GRAS-like



# Microbials - Strategies for Development

Category of Compounds	Description
Antibiotics	Deoxytetracycline Streptomycin
Agricultural Antibiotics	Used on food crops in other countries
New Molecular Entities	Customized for activity on CLas Two corporate partnerships
Biopesticides	Single class of compounds with one dominate industry IP holder
GRAS-like	Plant essential oils

## Current Activities in Support of Antimicrobials

- Field Trials for Advancement of Antimicrobials
  - Dose response and Persistence of Top Candidates
  - Phyto-toxicity under Field Use
  - Formulations for delivery to bacteria in tree
- Develop Partnerships
- Regulatory and Commercial Pathways and Timetables

## Summary of Legislative Funding Investments

### **Current Near- Term Projects: \$4,015,109**

- 49 Projects Qualify for Support
- Funding Specific to July 1, 2013- June 30, 2014

### **Enhancements to Existing Projects: \$1,990,946**

- Accelerate, Enhance Existing Research Objectives - 27 Projects
- Funding Specific to July 1, 2013- June 30, 2014
- Separate Contracts, Milestones and Reporting for this Funding

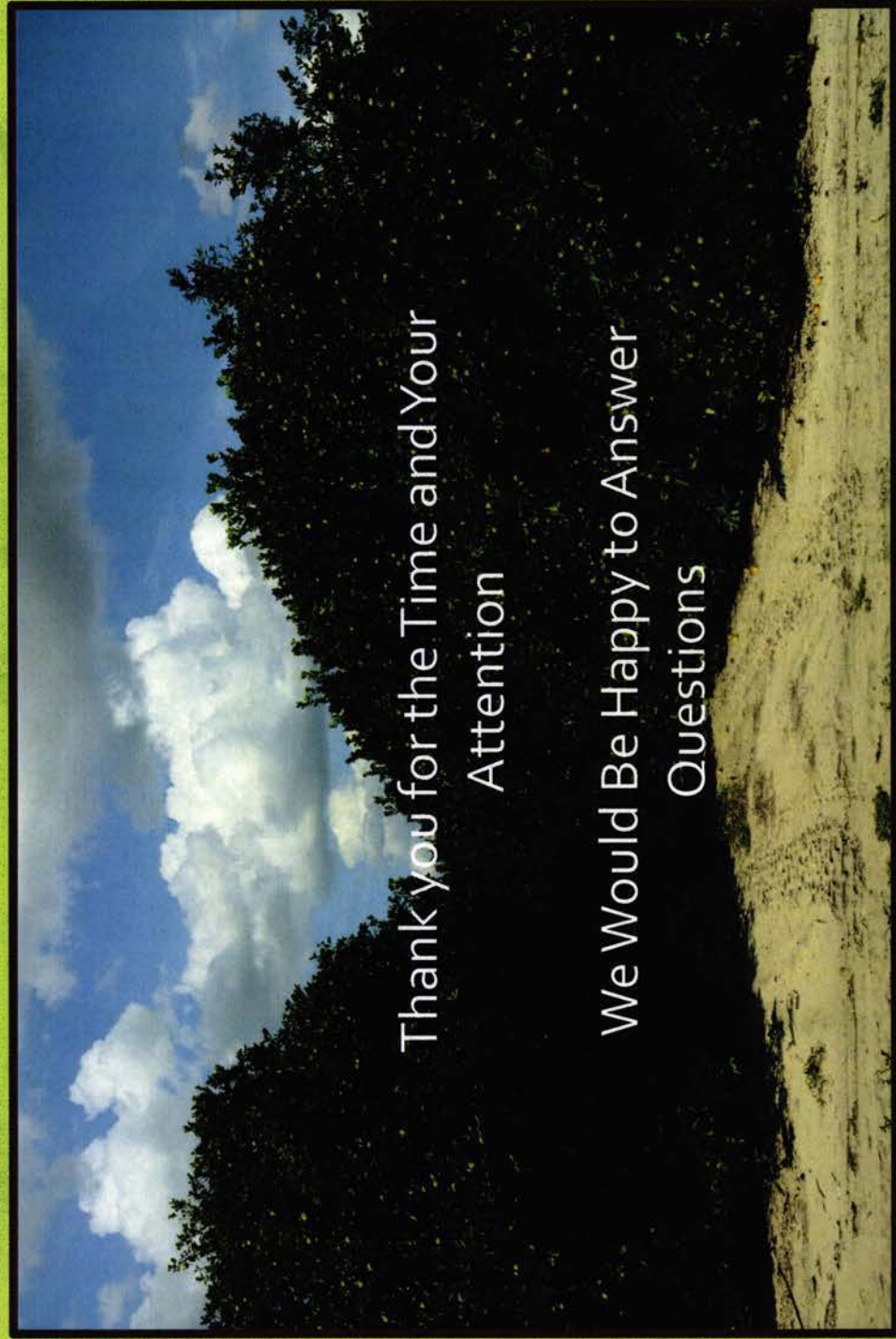
### **Commercial Product Delivery Projects: \$1,711,389**

- "To the Field"
- 19 Projects Funded for FY 2013-2014; Funding Specific to July 1, 2013- June 30, 2014

### **Total Amount Committed from 2013-14 Legislative Funding \$7,717,444**

Thank you for the Time and Your  
Attention

We Would Be Happy to Answer  
Questions



Agriculture  
Promotion Campaign



House Agriculture and Natural Resources  
Appropriations Subcommittee  
Rep. Ben Albritton, Chair

October 8, 2013

Susan Nardizzi, Director

Division of Marketing and Development





# Division of Marketing and Development

- Mission: To drive awareness and sales of Florida's commodities by developing and expanding marketing opportunities for Fresh From Florida products.
- Objective: To promote sales of Florida commodities across retail, trade and consumer channels.





# Measurements

How do we measure results?

- Impressions
- Research Awareness Results
- Return on Investment (ROI)
- Outside funding support
- In-kind support



# Strategies

- Consumer Marketing
  - New Recipes Campaign (TV, print, digital, transit, social)
  - Sponsorships
  - Educational Outreach
  - Events/Public Relations
- Retail Incentive Programs
- Trade/Industry Initiatives
  - International
  - Domestic
  - Trade Publications
  - Fresh From Florida Member Program



# Consumer Marketing

- Research – Focus Groups
- New “Recipes” Theme
- Campaign launched
  - TV/cable
  - Digital
  - Print
  - Transit
  - Webpage
- Pre/post Research Results



# TV/Cable

Target: W35-54, primary shoppers

Flights: 9 weeks (3/25-6/2)

Markets: statewide (all ten Florida markets)

Major networks: CBS, NBC, ABC, FOX

Cable: FOOD, HGTV, Lifetime, Travel, A&E, etc.

Impressions: 443,288,000\*

ROI: 153%

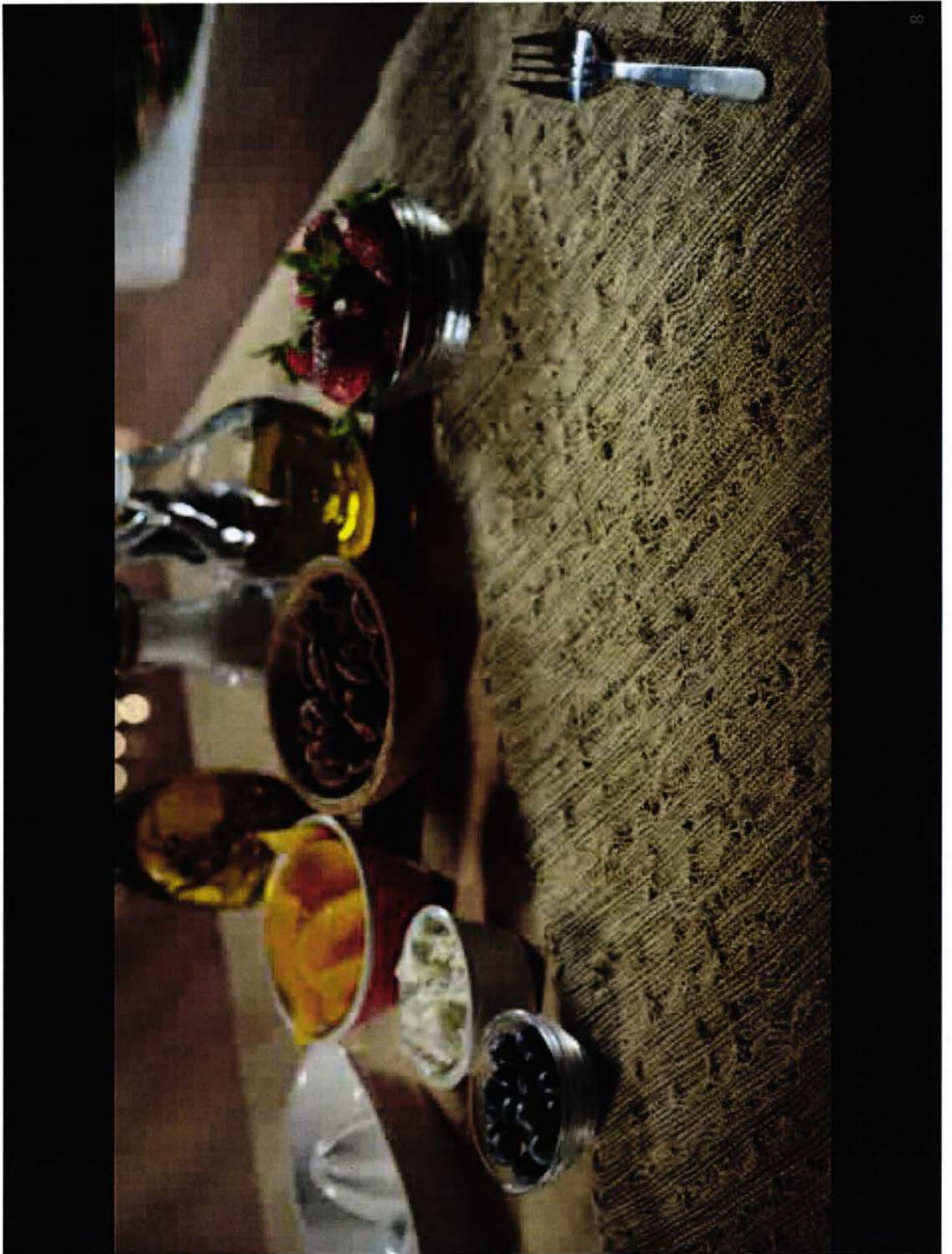
Spring Investment of \$2,400,000 received \$3,657,705  
in media

Further results pending for 4 week flight (7/29-8/25)



*\*Based on Nielsen Ratings*





# Hispanic TV

- Miami-Ft. Lauderdale
- Univision – WLTV, #1 Hispanic station in market
- Flight – 4 weeks  
– 5/6/13- 6/2/13
- Included cooking vignettes on “Despierta Miami” (Wake up Miami)



# African American Media and Events

- Designed to educate consumers about the health issues impacting African American communities
- Provides nutritional solutions
- Events include:
  - The Florida Classic
  - Black Men’s Health and Wellness Summit
  - Tom Joyner’s Take a Loved One To the Doctor



**"IT'S A FACT..."**

**African Americans** suffer the **most** from **obesity-related DISEASES**

Donna Richardson  
Creator of "sweating in the spirit"

**What can I do about it?**

**"Cultural factors**, such as traditional diets and exercise habits, can result in **weight gain.**"

**"Learn** the facts and take action. You'll have a longer, **healthier** life."

Florida Department of Agriculture and Consumer Services **Florida**



# Digital Media

- Food related websites
  - Foodnetwork.com
  - MyRecipes.com
  - Blogger.com
  - Food.com
  - CookingChannelTV.com
  - RachaelRay.com



**my.  
recipes**

- Geo-targeted to Florida
- Flight: 4/29/13 - 6/2/13
- Impressions: 3,458,533\*



\*Centro Media





# Digital Media

**EVERY green thing**

**food network**

Recipes & Cooking | Search | Health | Kids | Watch & Learn | Sign In | Join Now | Shopping Lists

Search:  **Search**

My Recipe File | Quick & Easy | Menu | Healthy | How to Video | Kids | Mother's Day

**Spring Produce at its Best**

Catch all the best spring produce — like peas, asparagus, carrots, chutney and artichokes — at its peak and use it to make delightful meals.

Categories: Vegetables, Spring

**Similar Recipes**

Spring Peas With Dates and Walnuts

**Featured in This Gallery**

Spring Peas With Dates and Walnuts

**Food Network's Most Popular**

Recipes

**PREVIOUS PHOTO** **NEXT PHOTO**

**Create an extraordinary salad with Florida Produce.**

Click here for **Fresh Florida** delicious recipes.

Spring Peas With Dates and Walnuts

This has been a season where you can have your fill of fresh produce. Enjoy it with this recipe.

PREVIOUS PHOTO | NEXT PHOTO

**my.recipes**

all your LIVING | Cooklight | eCooking | Health | my.recipes | REAL SIMPLE | Submitting | Smartest

**MAKE YOURS TODAY**

WATCH AND LEARN

Sign In | Join Now | Shopping Lists

Recipes by 100+ authors | eCooking recipes | Recipes | My Recipe File | Quick & Easy | Menu | Healthy | How to Video | Kids | Mother's Day

Recipes > Condiments > Kid Friendly > Dinners

**Kid Dinners**

Get the best kid dinners from trusted magazines, cookbooks, and more. 7,000 kid recipe ideas complete with cooking tips, member reviews, and ratings.

**Breakfasts** | **Dinners** | **Easy** | **Healthy** | **Lunches and Sandwiches** | **No-Cook** | **Snacks**

**Tuesday Specials**

**Dinner Treats!**  
**Flank Steak Salad with Plums and Blue Cheese**

• **Flank Steak**  
• **Children and Dressing**  
• **Fresh and Fabulous Plub Toss**  
• **Easy Pizza, Frittata**

**Free Recipe Newsletter**

From Your Fresh Florida Magazine

**Subscribe**

**Experience magnificent Florida Grouper.**

Click here for **Fresh Florida** delicious recipes.

**Quick Meals for Kids**

Short on time? Who is one of these kid-approved dinner recipes in less than 15 minutes. [Read More >](#)

**Low-Calorie Family-Friendly Meals**

Bring lighter meals (under 350 calories) of your family's broken to the dinner table with these simple, satisfying recipes. [Read More >](#)

**Our Best Kid Dinners**

Chicken and Orzo Stuffed Dinner

Cooking Light | OCTOBER 2012

**Three-Dig Dinner**

All you need: OCTOBER 2010



# Print Ads

Experience a magnificent favorite.



Scrumptious **Florida** Grouper stays in season.  
Delicious is always served "Fresh From Florida."



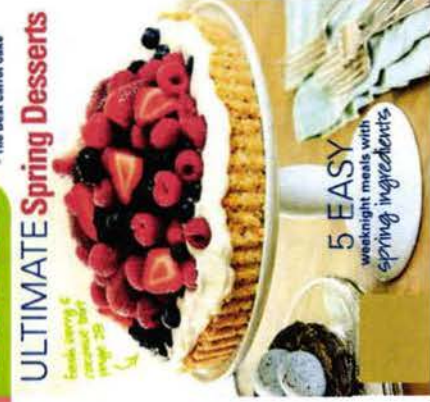
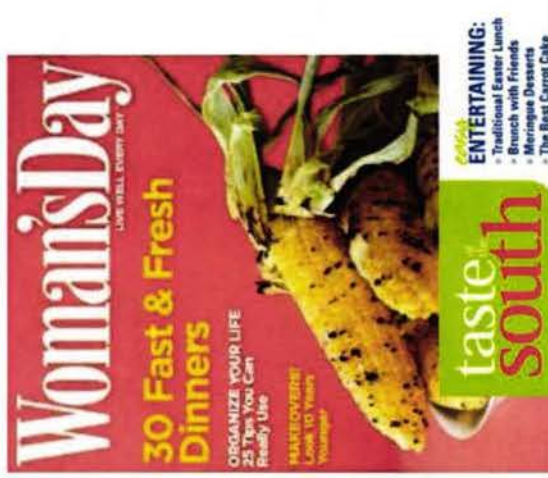
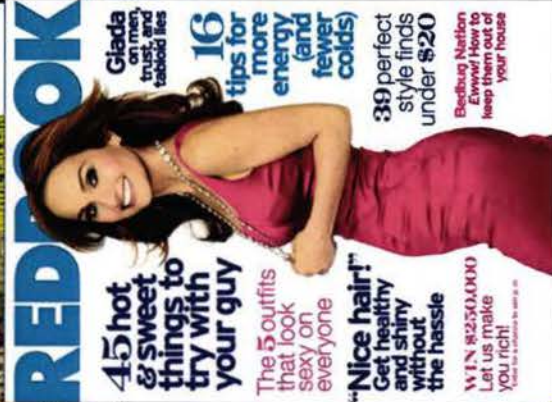
Create an extraordinary salad.



Get inspired with Luscious **Florida** Produce.  
Delicious is always served "Fresh From Florida."



# Publications



# Transit



- **Miami-Dade**
- **Metromover**  
1 exterior ad (English)
- **Metrarail Train**  
90 exterior ads (English)  
136 interior ads (Spanish)
- **Bus**  
600 interior ads (Spanish)
- **Impressions: 125,105,657\***

\*CBS Outdoor



# Created New Recipes Webpage

**Florida Department of Agriculture and Consumer Services**

Home [Pay Online](#) [About](#) [Divisions & Offices](#) [Forms & Publications](#) [News & Events](#) [Contact](#)

You are here: [Home](#) > [Recipes](#) > [Seafood](#)

**Seafood**

Adam H. Putnam  
Commissioner

**Seafood**



- Tuna
- Swordfish
- Lobster
- Snapper
- Shrimp
- Pompano
- Oyster
- Mullet
- Mahi-Mahi
- Mackerel
- Grouper
- Crab
- Clams
- Alligator

[Return to Recipes](#)

**Filter by Recipe Type**

[All Recipes](#) | [Tuna](#) | [Swordfish](#) | [Snapper](#)  
[Shrimp](#) | [Pompano](#) | [Oyster](#) | [Mullet](#)




**Most Recent Recipes**

-  **Cucumber, Mango and Wild Shrimp Salad**  
Serves: 6 to 8 [View Recipe](#)
-  **Tropical Pan-Asian Calamari Salad**  
Serves: 6 [View Recipe](#)

**Search Our Recipes**

[SEARCH](#)

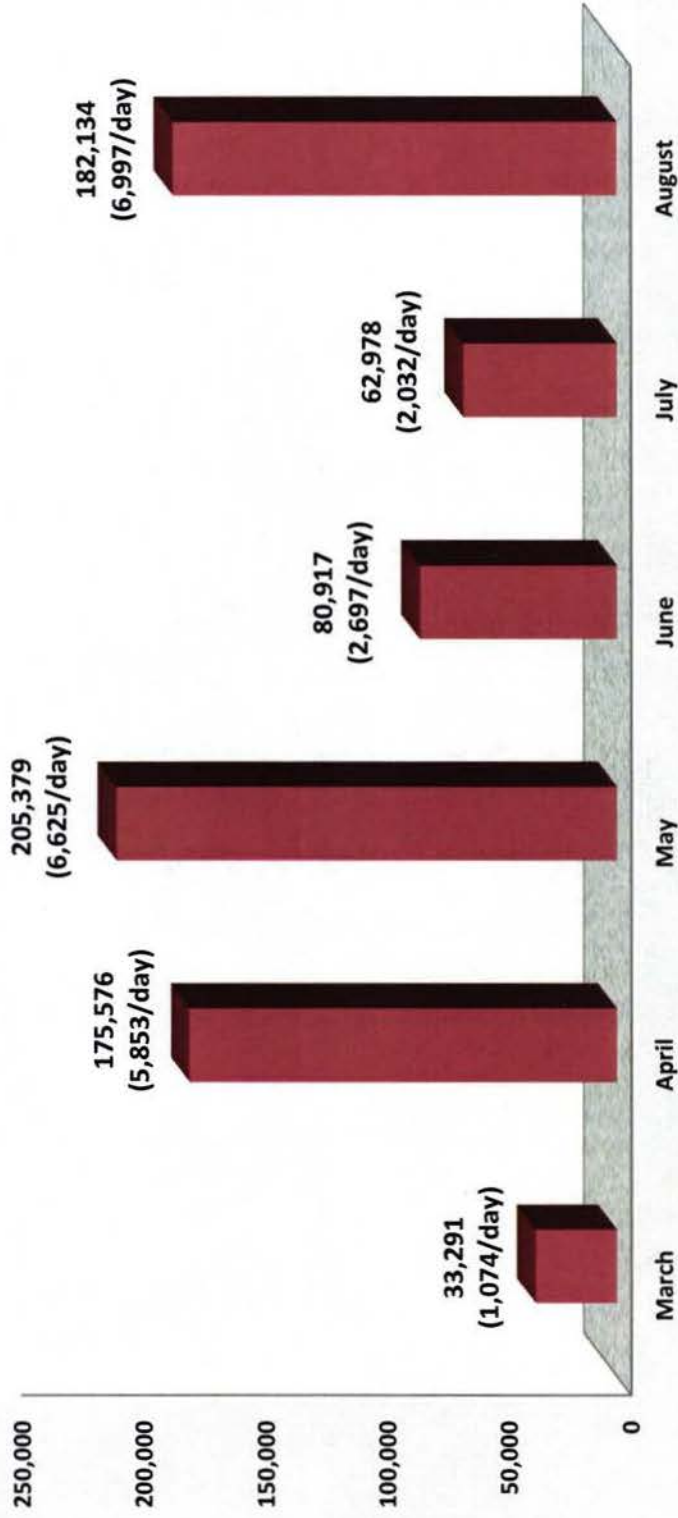
**View Fresh From Florida TV Commercials!**

-  Aquaculture Fresh Shrimp Salad with...
-  Tummy Taming Citrus Flavored Chicken
-  Florida Gulf Shrimp and Sweet Potato



# Recipes Webpage

## Views per Month

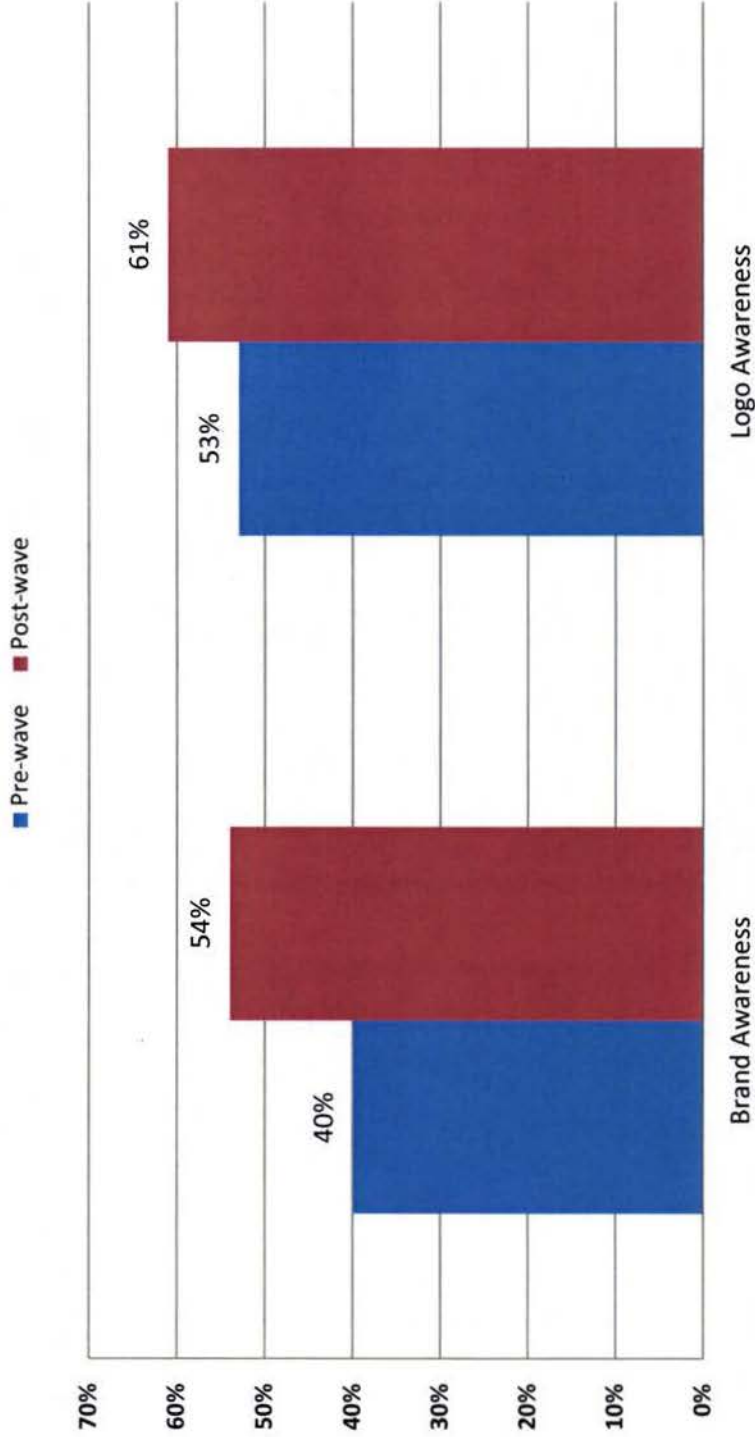


TV aired 3/25-6/2 and 7/29-8/25 (hiatus 6/3-7/28)



# Pre/Post Campaign Results

## Awareness of "Fresh From Florida" Brand and Logos

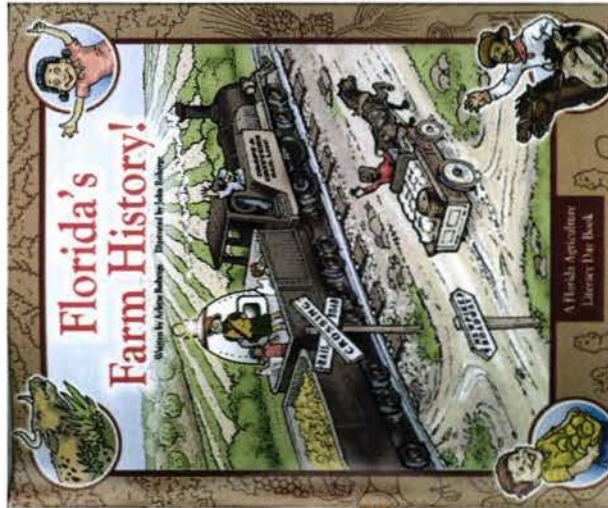


Brand Awareness increased from 40% to 54%, a **35% increase**.

Awareness of FFF logos increased from 53% to 61%, a **15% increase**.



# Educational Outreach



"Agriculture was here before we had a name for our state, and will continue to make Florida great!"

Travel through time with a safari guide to learn about the long and exciting history of farming in Florida.





# Festivals

Sponsored 30+ seafood festivals in Florida including:

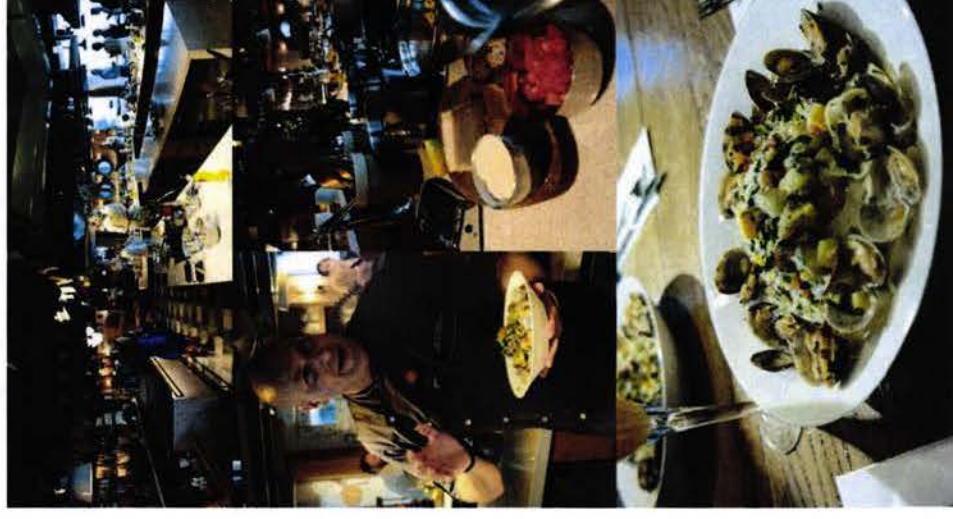
- Deering Seafood Festival, Miami
- Desoto Heritage Seafood Festival, Bradenton
- Isle of Eight Flags Shrimp Festival, Fernandina Beach
- Pensacola Seafood Festival, Pensacola
- Destin Seafood Festival, Destin
- Florida Seafood Festival, Apalachicola
- Florida Keys Seafood Festival, Key West
- Taste of the Sea Seafood Festival, Fort Pierce
- Jupiter Seafood Festival, Jupiter
- Springtime Tallahassee Seafood Festival, Tallahassee
- Blue Crab Festival, Palatka



# Justin Timineri, CEC



- Promoted “Fresh From Florida” brand
- Partnered with Visit Florida for event at Jamie Oliver’s Recipease in London
- Created recipes and held cooking demonstrations at trade shows worldwide



# Increased Brand Awareness Through Publications/Media



# Sponsorships

## “How To Do Florida” TV series

- Featured in 13 episodes
- Cooking is most popular segment of the program
- Advertising & website exposure



# Sponsorships

## College Sports



## Media Exposure

- Radio
- TV
- Print
- In-stadium
- 56,053,224 impressions



in the six sponsored colleges



# Sponsorships

## Motorsports

Exposure: TV, print, outdoor,  
in-car cameras, track  
signage, digital and social.

Impressions: 1,003,404,169\*



\*Source: Nielsen, Sebring International Raceway, NASCAR, 2011.



# Sponsorships



## Legoland

2012:

- Became official Agricultural sponsor of “Legoland Florida”
- Title sponsor of Fresh From Florida Greenhouse

• Exposure: Logo on park signage/map, website

2013:

- Expanded exhibit to include History of Florida Agriculture

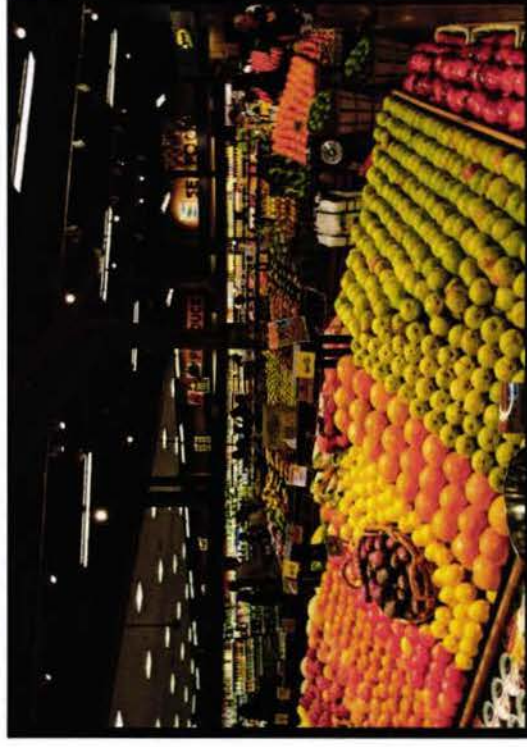


# Retail Incentive Program

Provide incentive payments for retailers to purchase Florida commodities and advertise the Fresh From Florida brand.

## Retail Partnerships

- 50+ Retail Partners Worldwide
- 13,000+ Retail Outlets in 23 Countries
- More than 3,000 FFF Commodity Ads





# Retail Incentive Program



NASH FINCH COMPANY



# International Retail Partnerships

- Canada
- Central America
- Chile
- Colombia
- Denmark
- Peru
- Puerto Rico
- Singapore
- South Korea
- United Kingdom



# Trade Missions

## Outbound Trade Missions

- Caribbean
- Netherlands
- South Africa
- South America

## Inbound Trade Missions

- Canada
- South Korea



# International Tradeshows

## Agriculture:

- Agrifood Trade Show – South Africa
- Annapoorna Trade Show – New Delhi, India
- Canadian Produce Marketing Association (CPMA) – Canada
- Gulfood Show – Dubai, United Arab Emirates
- IPM Essen Trade Show, Germany
- Landscape Ontario Trade Show – Toronto, Canada
- SIAL – France and Brazil

## Seafood:

- Asia Seafood Expo, Hong Kong, China
- Busan International Seafood Expo, South Korea
- European Seafood Expo, Brussels, Belgium



# Domestic Tradeshows

- America's Food & Beverage
- Boston Seafood Show
- Produce Marketing Association (PMA)
- The Landscape Show



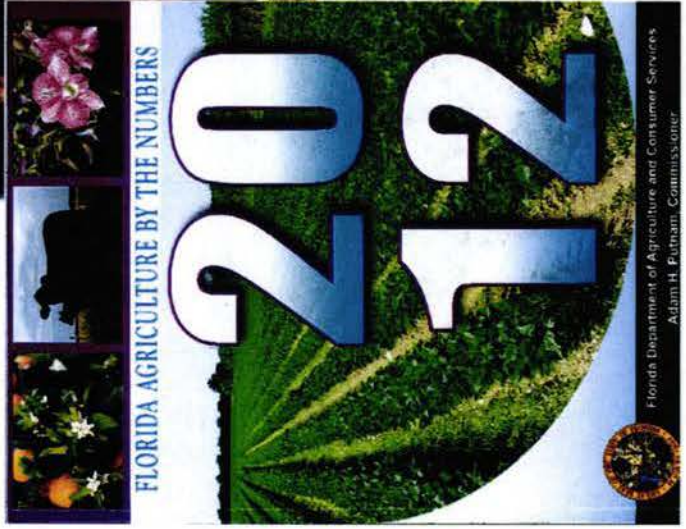
- Florida Nursery Growers and  
Landscapers Association (FNGLA)

- Tropical Plant (TPIE)
- MRket Show



# Provide Research and Information to Agriculture Industry

- Fresh From Florida Magazine
- Florida Agriculture by the Numbers
- FAPC Insider newsletter



# “Fresh From Florida” Member Program

The hallmark of the program is the familiar  
“Fresh From Florida” logo



# “Fresh From Florida” Member Program

**Annual Membership Fee: \$50**

**Benefits:**

- Use of the “Fresh From Florida” logo
- Point of purchase materials/business signage
- Trade leads and export assistance
- Logo incentive program
- Listing/link on FDACS’ website
- Trade Show reduced rate participation
- Discounted industry advertising
- Co-op advertising/promotion opportunities
- “Fresh From Florida” magazine and e-newsletter





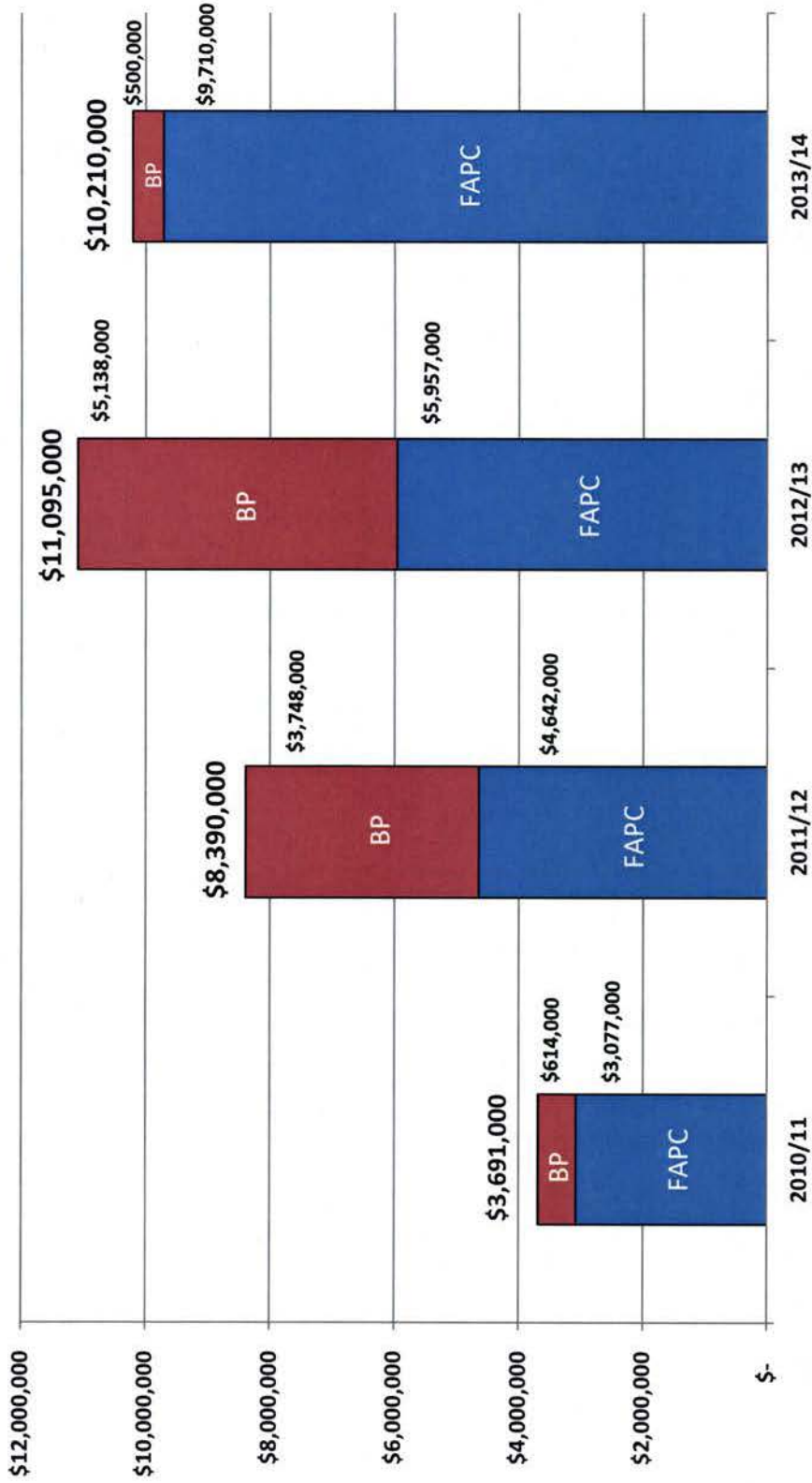
# Budget Background

- The budget of the Florida Agricultural Campaign (FAPC) was supplemented with \$10mm of BP marketing funds during the past three years.
- This increased support resulted in the establishment of retail incentive campaigns, combined with a strong consumer media effort
- Due to the success of these programs, requests for spending in FY 2013-14 reflect the need to maintain this level of support for Florida's agricultural, seafood and aquaculture producers.



# Budget

## By Fiscal Year 2010/11-2013/14



BP = British Petroleum  
 FAPC = Florida Agriculture Promotion Campaign



# Industry Snapshots

Ben Bolusky, FNGLA CEO & EVP - “Fresh From Florida has a very positive and proven impact and we are looking to expand the industry's ties to this program that's so well recognized by consumers.

72% of all tropical foliage and houseplants in the nation are produced right here in Florida. The vast bulk of this nearly \$500 million industry segment is shipped out of state and country resulting in new revenue coming into Florida.”

Joel Sellers, Spokesman, Florida's Natural Growers - “Fresh From Florida's funding has played a contributing role in creating awareness of Florida's Natural Growers' brand with customers and consumers alike and has contributed to amazing growth for us in Chile, where cases grew from 1500 to 7000 cases per month.

As an added note, each container currently delivered to Chile is 100% sold before reaching Chile, so we have yet to determine what the demand is. As a result, volumes will continue to grow beyond where they are today.”



## Contact Information

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