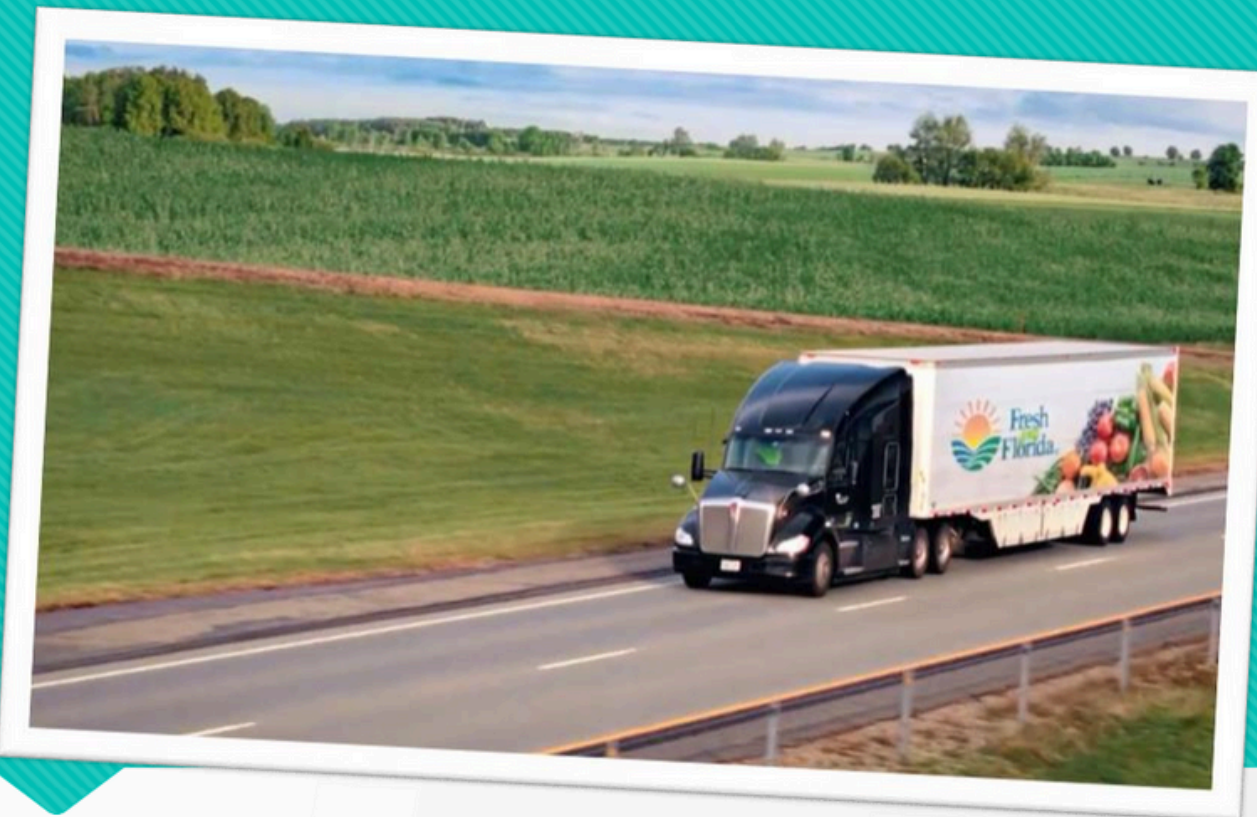




The Division of Marketing and Development

Florida Blueberry Growers Association Fall Meeting - FY 24-25 Highlights

- Fresh From Florida Brand
- Retail Initiatives
- Advertising
- Research
- Consumer Outreach



Connecting Consumers to Florida Grown Products

The Consumer's Journey with Fresh From Florida



Brand awareness and logo recognition are top priorities. Logo awareness is at an all-time high of 91%.

91% Today!



LOGO AWARENESS

Social Media is an important component of our advertising strategy. Today, we have over 1.37 million Fresh From Florida Followers.

1.37M+

FOLLOWERS

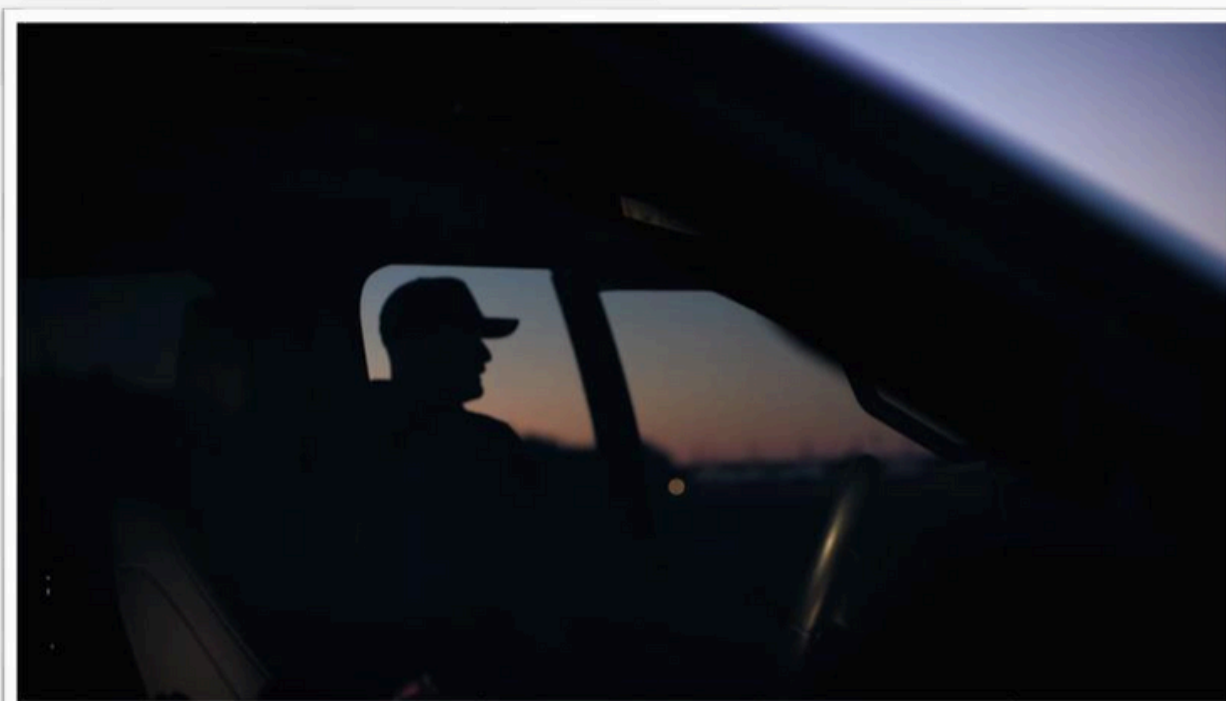


Television

Flight: 26 Week Flight, (January – June)

Millions of Impressions

Markets: All markets in Florida



Radio & Streaming

Flight: 35 Week Flight; October-June

471 Million Impressions

Includes: Broadcast radio throughout the state on iHeart, TTNW, and non-iHeart stations. In addition, they ran on streaming radio that included Spotify, Pandora, and other platforms including podcasts.

Radio Spot Examples:



Driving Sales of Florida Commodities



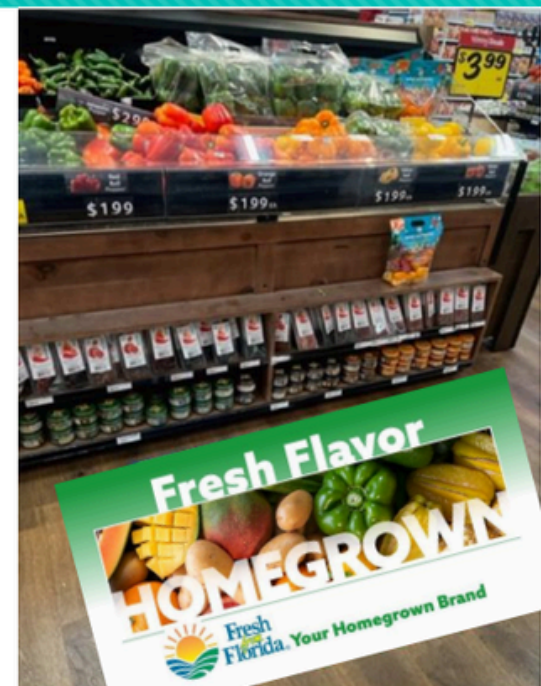
Retail Overview



Logo Incentive = Retail Sales

- 100+ Retail partners
- Nearly 10,000 stores
- Over 1,100 weekly circular ads with the FFF logo
- 30+ states and 20 countries
- 55+ commodities featured
- Key areas – FL, Domestic U.S., Canada, the Caribbean, Central America, Europe
- Activities include in-store displays, sampling, circular ads, social media, & more

Retail Marketing



Floor Clings

Impressions:

- Total: 128 million
- Average Impressions per store is 59,920.
- Floor Clings only in Winn Dixie.

Grocery Carts

Impressions:

- Total: 31 million.
- Average Impressions per store is 8,560.
- Carts ran in Winn Dixie & Publix.



Retail Partnerships



Tradeshows

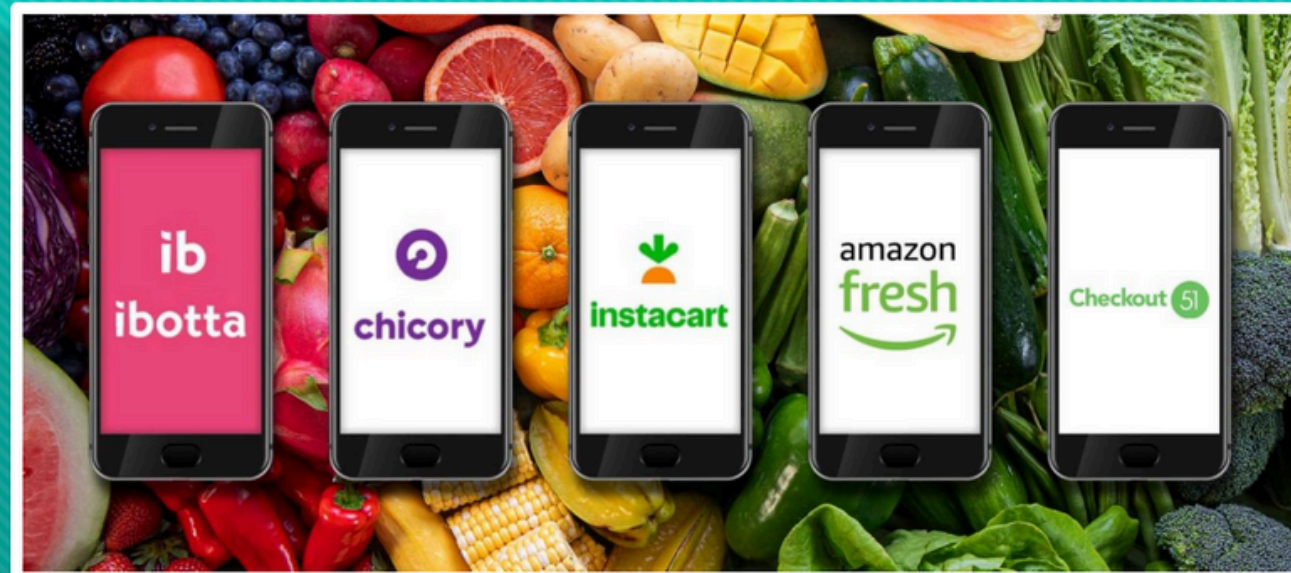
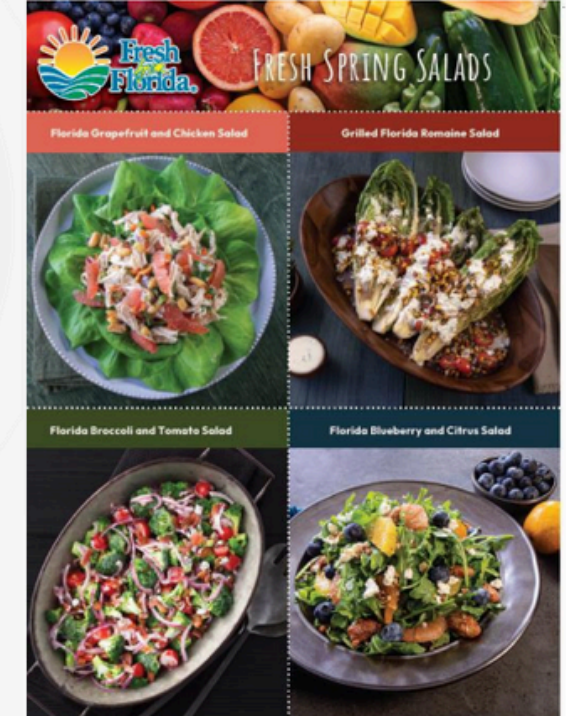
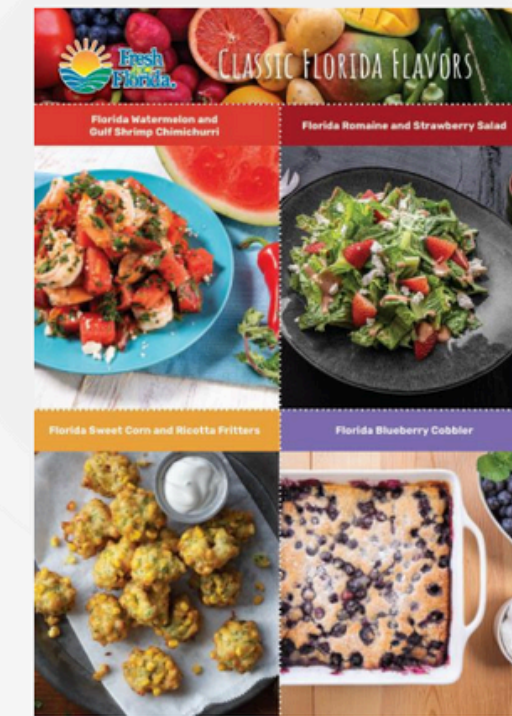
- IFPA Global Produce & Florida Show (formerly PMA Fresh Summit)
- CPMA Convention & Tradeshaw
- The Landscape Show
- New York Produce Show
- Tropical Plant International Expo
- Seafood Expo North America
- Southeast Produce Council Southern Exposure
- National Restaurant Show
- America's Food and Beverage



Magazines & Print Ads

Includes: Southern Living, Food Network Magazine, local newspapers.

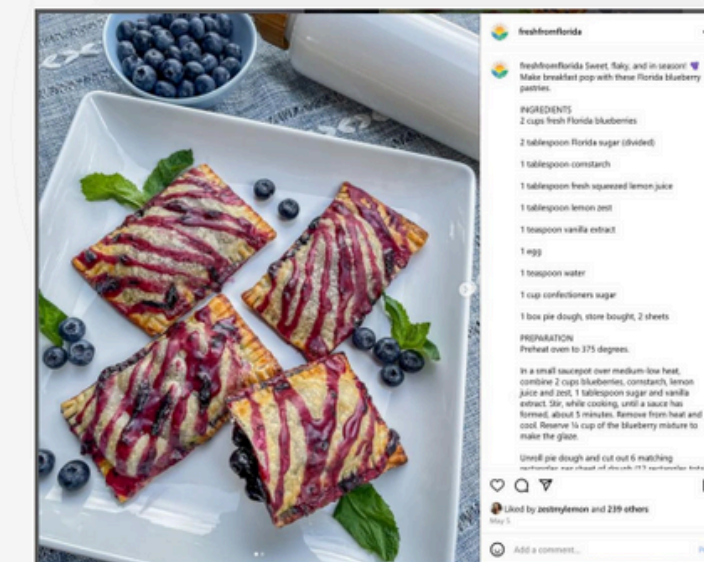
Markets: All Markets in Florida and in the Southeastern part of the US (magazines).



Over
\$6.4
Million!

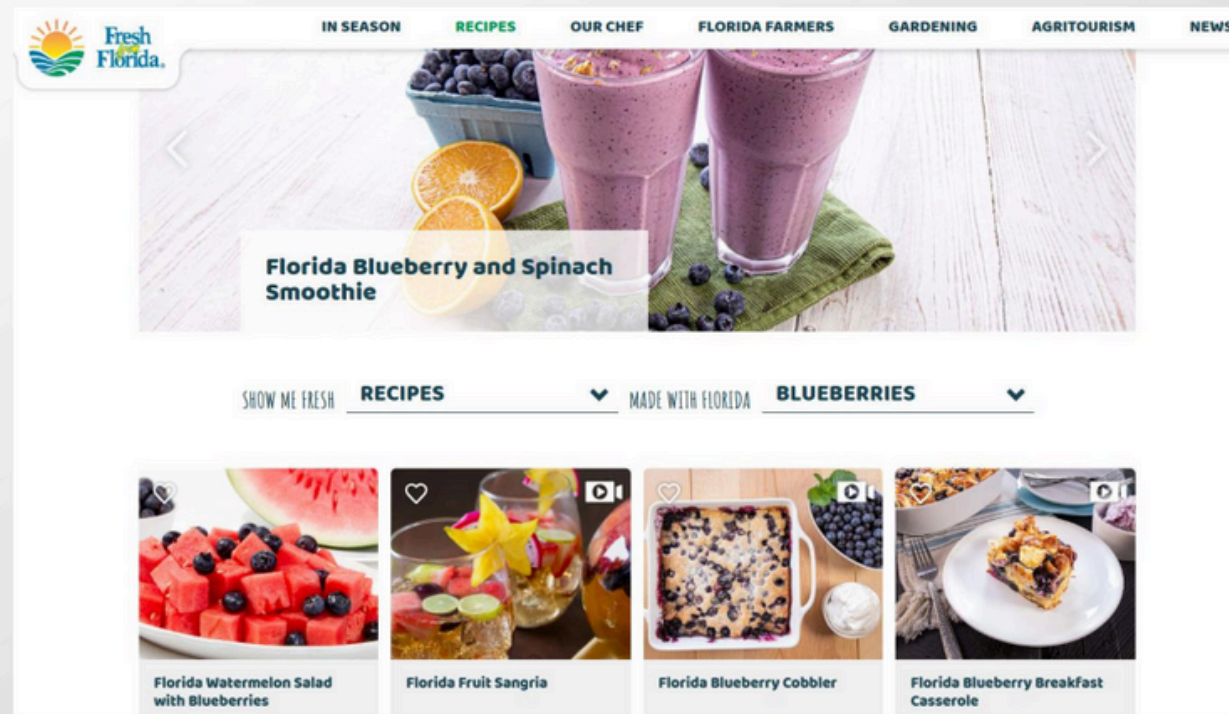
Over 6.4 million dollars in Fresh From Florida products were sold online in the last fiscal year.

Facebook/Instagram

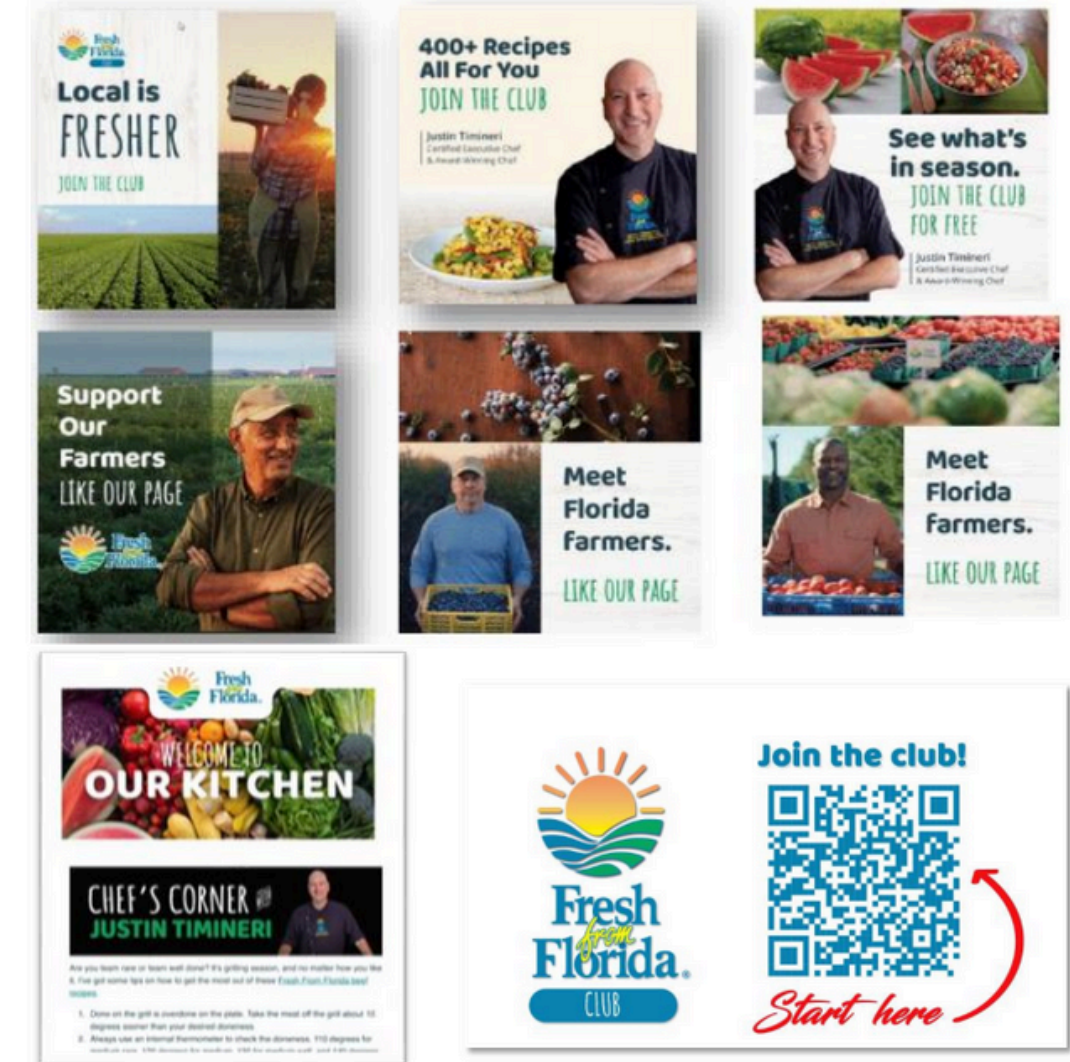


Much of what we do drives people to our website. FreshFromFlorida.com provides consumers with seasonal availability information, fresh recipes, insight on Florida's farmers, gardening tips, the Fresh From Florida Magazine and a map of agritourism across the state.

- Availability
- Recipes
- Farmers
- Gardening
- Agritourism
- Fresh From Florida Magazine



Fresh From Florida Club & Newsletter



Culinary Events, Recipe Development & Promotions



Partnerships



- We participate in dozens of events across the state.
- "Fresh From Florida" promotes these throughout the year.



Research

Internal Research

- Research and Data Collection
- Grant Administration
- Report Creation

External Research

- Utilize educational research (FAMU, FSU, UF, etc.)
- Utilize industry-recognized data e.g. Circana survey



Retail & Industry Print Ads



Industry Advertorials

Fresh From Florida Magazine

- 20,000 print copies
- Distributed in Florida
- Quarterly e-newsletter
- Promote Florida Ag Industry
 - Highlights Growers
 - Features Commodities
 - Seasonality/Recipes
 - & more



Agriculture Education

Jr. Chef University

Launching soon!
Fresh From Florida Jr. Chef U is a new online opportunity for kids to step into the kitchen and learn cooking skills.



Industry Membership Program



- Paid Membership \$50/year**
Producer, u-pick, broker, shipper, distributor, packer, and wholesaler
- Non-Paid Membership**
Non-profit/educational, retailer, restaurant, allied member, and seafood/aquaculture with saltwater products dealer license, alligator egg collection permit holders

Refer questions regarding "Fresh From Florida" membership to **Pam Coston** or IndustryMKT@FDACS.gov

Industry Membership Program

Fresh From Florida Logo Incentive Program



	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	●	●
Point-of-purchase materials to display with Florida grown products	●	●
Discounted industry tradeshow participation opportunities	●	●
Marketing and promotion opportunities	●	●
Subscription to the "Fresh From Florida" annual magazine	●	●
Discounted advertising rates for "Fresh From Florida" magazine	●	●
Agriculture education materials	●	●

For eligible "Fresh From Florida" paid members, we reimburse 50% of printing costs up to \$5,000 to include logo on packaging. Minimum quantity of 1,000 printed.



Refer questions regarding "Fresh From Florida" membership to **Pam Coston** or IndustryMKT@FDACS.gov

Point-of-Purchase Materials

- Stickers for Packaging
- Yard Signs
- Metal Signs
- Commodity Posters
- Seafood Brochures

• <https://marketing.fdacs.gov/fapc>



Refer requests for Point-of-Purchase Materials to IndustryMKT@FDACS.gov

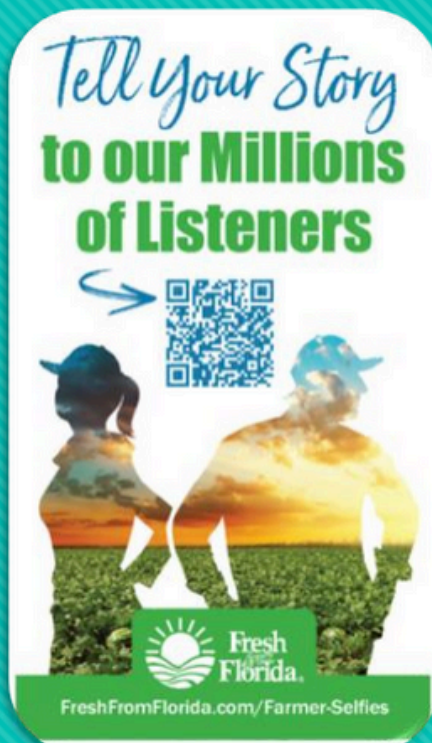
Ag Education Materials

- Free printed and digital ag education resources available for order
- Materials types include card games, posters, coloring books, activity sheets, and literacy books
- Resources for K-12
- Cover a wide range of topics from general agriculture to commodity-specific ones
- Distributed to FFA Chapters, 4-H Clubs, Fairs, and many others

Refer requests for Ag Education Materials to Gabi Ius or IndustryMKT@FDACS.gov



Farmer Selfie Videos



- JAN – APR 2025 - All Markets In Florida
- **Total Impressions:** 27 million
- **Total Engagements:** 11 million
- **Video Views:** 4.7 million

Farmer Selfie Videos/Farmer Fridays

Farmer Selfie Videos

- Tell us about your farm, your family, your crop
- **You** tell your story better than anyone else
- Consumers want to know about you, your farm, and what you grow
- All it takes is 30-60 seconds and a cell phone



Farmer Fridays

- 1) Photo of you with your commodity
- 2) Farm logo
- 3) Your name
- 4) Farm location
- 5) Commodities
- 6) Social media handles

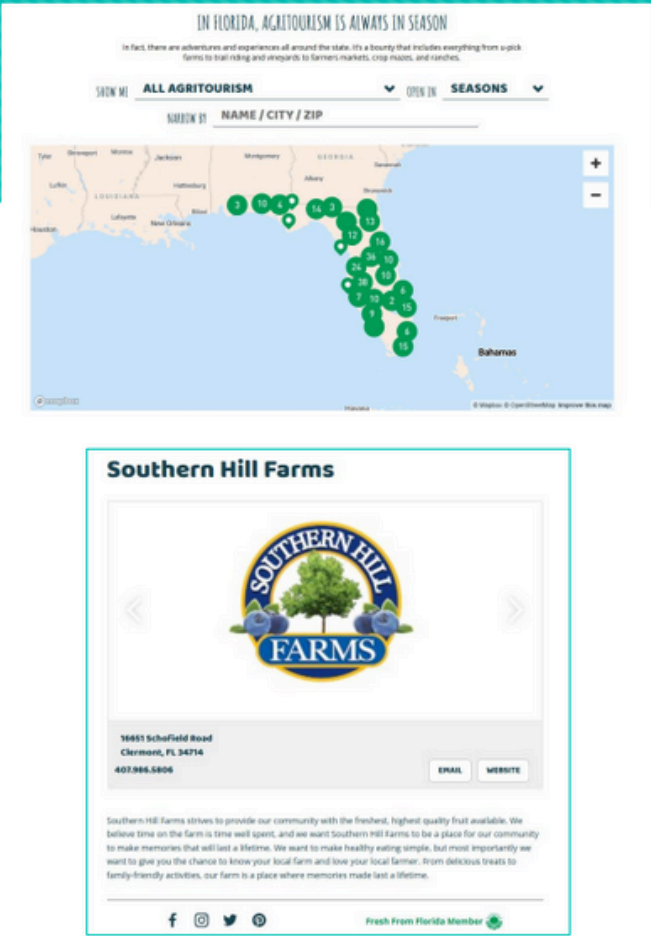


Refer questions to IndustryMKT@FDACS.gov

Agritourism

- Online agritourism directory
www.FreshFromFlorida.com/agritourism
- Free to members of “Fresh From Florida” and the Florida Agritourism Association
- The listing includes helpful information for agritourists
- All agritourism calls through Consumer Services routed to Industry Communications

Please refer agritourism questions to **Melissa Hunt**
Melissa.Hunt@FDACS.gov



Blueberry Numbers 2024-2025 Radio/Television/Social Media

• Radio	33,466,163 Impressions	\$228,852
• Television	25,365,342 Impressions	\$251,555
• Farmer Videos	4,920,811 Impressions	\$30,000
• Facebook Recipes	4,165,999 Impressions	\$6,000

• **TOTAL IMPRESSIONS** **67,918,315**

• **TOTAL BUDGET** **\$516,407**

Blueberry Numbers 2024-2025 Magazines

• Garden & Gun	485,200 Circulation	\$24,658
• Southern Living (March)	485,200 Circulation	\$30,544
• Southern Living (April)	485,200 Circulation	\$30,544
• Food Network Magazine	485,200 Circulation	\$14,707

(each magazine represents ¼ of total ad cost)

• **TOTAL CIRCULATION** **1,940,000**

• **TOTAL BUDGET** **\$100,453**

Blueberry Numbers 2024-2025 Grocery Carts/Floor Talks

• Grocery Carts	937,320 Impressions
• Floor Talks	2,792,240 Impressions

• **TOTAL IMPRESSIONS** **3,016,544**

• **TOTAL BUDGET** **\$17,700**

Blueberry Numbers 2024-2025 Shopping Apps

• Shoppable	991,465 Impressions	\$8,000
• Instacart	6,950,564 Impressions	\$249,989
	110,171 Units Moved	
• Ibotta	25,867 Units Moved	\$30,668
• TOTAL IMPRESSIONS	7,942,029	
• TOTAL UNITS MOVED	136,038	
• TOTAL SALES	\$702,086	
• TOTAL BUDGET	\$288,657	

Blueberry Numbers 2024-2025

• Radio/Television/Social Media	67,918,315 Impressions	\$516,407
• Magazines	1,940,000 Circulation	\$100,453
• Grocery Carts/Floor Talks	3,016,544 Impressions	\$17,700
• Shopping Apps	7,942,029 Impressions (136,038 Units)	\$702,086

TOTAL IMPRESSIONS 80,816,888

TOTAL BUDGET \$1,336,646



Melissa Hunt
Melissa.Hunt@FDACS.gov
(850) 841-0086
IndustryMKT@FDACS.gov
(850) 617-7399



Thank You!

Fresh From Florida Recap Video