



Florida Department of Agriculture and Consumer Services
Division of Marketing and Development

**“FRESH FROM FLORIDA”
MEMBERSHIP APPLICATION**

**WILTON SIMPSON
COMMISSIONER**

Rule 5H-17.005, F.A.C.
Phone (850) 617-7399 IndustryMKT@FDACS.gov

Remit Annual Membership Fee Online at:
www.FDACS.gov

- or -

**Check or Money Order payable to
FDACS and remit to:**

Florida Department of Agriculture and
Consumer Services
P.O. Box 6700
Tallahassee, Florida 32314-6700

COMPANY INFORMATION

Company Name: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

County: _____

Physical address (if different): _____

City: _____ State: _____ Zip: _____

County: _____

Website: _____

Facebook: _____ Instagram: _____

POINT OF CONTACT

First name: _____ Last name: _____

Phone: _____ Email: _____

SECONDARY CONTACT

First name: _____ Last name: _____

Phone: _____ Email: _____

Org. Code 42 06 13 01 000
EO BF
Object Code: 001127 \$50.00

Paid Membership - \$50/year	Non-Paid Membership - FREE
<i>Please check all that apply</i>	<i>Please check all that apply</i>
<ul style="list-style-type: none"> <input type="radio"/> Producer <input type="radio"/> Broker <input type="radio"/> Shipper / Distributor / Packer / Repacker <input type="radio"/> Wholesaler 	<ul style="list-style-type: none"> <input type="radio"/> Retailer <ul style="list-style-type: none"> <input type="radio"/> Grocery Store <input type="radio"/> Restaurant <input type="radio"/> Garden Center <input type="radio"/> Farmers Market <input type="radio"/> Roadside Farm Stand <input type="radio"/> Non Profit / Educational Organization <input type="radio"/> Allied Member <input type="radio"/> Saltwater Products Dealer License Number _____ <input type="radio"/> Alligator Egg Collection Permit Number _____
<i>If you fall under both categories, you are a Paid Member.</i>	

If you are an agricultural producer, please complete the following:

What types of products do you offer? Please list specific commodities:	
Fruit	_____
Vegetables	_____
Livestock	_____
Dairy	_____
Aquaculture	_____
Seafood	_____
Horticulture	_____
Value Added	_____
Other	_____

Optional information:

Does your business identify as any of the following? *Please check all that apply*

- Minority-owned
- Woman-owned
- Veteran-owned
- Agritourism operation

Total acreage: 1 – 100 101 – 500 501 – 1,000 1000+ N/A

How did you learn about the “Fresh From Florida” Industry Membership program?

- | | |
|--|---|
| <input type="radio"/> FDACS website _____ | <input type="radio"/> Magazine ad _____ |
| <input type="radio"/> FDACS staff member _____ | <input type="radio"/> Radio or TV advertising _____ |
| <input type="radio"/> Industry association _____ | <input type="radio"/> Retailer or produce buyer _____ |
| <input type="radio"/> Industry event _____ | <input type="radio"/> Other _____ |

“Fresh From Florida” Logo Use Guidelines

Product Packaging and Labels

The “Fresh From Florida” logo is eligible for use on unprocessed Florida agricultural products (e.g. fresh fruit, vegetables, horticulture). Meats/proteins, milk and seafood may be eligible if they meet criteria established in 5H-17.003, Florida Administrative Code.

The “Fresh From Florida Made With Florida” logo is eligible for use on items that contain Florida agricultural products that have been processed or combined with other products resulting in the creation of a new product (e.g. salsas, sauces, beverages, baked goods).

General Business Marketing

All current “Fresh From Florida” members are eligible to use the “Fresh From Florida” logo on their marketing materials and website.

Allied organizations are eligible to use the “Fresh From Florida Proud Supporter” logo.

Additional Guidelines

- Membership must be renewed annually to continue using the logos. Entities that do not maintain active membership must discontinue use of the logo.
- Logos cannot be altered or adapted in any way.
- Logos cannot be used on product packaging, promotional advertisements, websites, business signage or banners that are profane, vulgar, racist, hateful or that meet the definition of obscene as set forth in Section 847.001(12), Florida Statutes.
- The Florida Department of Agriculture and Consumer Services may impose administrative fines and/or seek injunctions for violations.

“Fresh From Florida” logos can be requested in black and white, alternate file types (.jpg, .png, .eps) or vertical orientation. Please email IndustryMKT@FDACS.gov to request logos.

REQUIRED: By signing this application, I agree to follow all guidelines of the “Fresh From Florida” membership program listed above and in Rule 5H-17, Florida Administrative Code All applications are subject to verification before being processed. The signee certifies the above information is correct.

Print Name: _____ Signature: _____ Date: _____

Florida Department of Agriculture and
Consumer Services
Mayo Building, M9
407 S. Calhoun St.
Tallahassee, FL 32399-0800

If you have questions,
please call (850) 617-7399
or email IndustryMKT@FDACS.gov