

# Division of Marketing Overview

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- Nelson Mongiovi, Director
- Kerry Flack, Assistant Director
  - Larry Amison, CFO



# Division of Marketing and Development

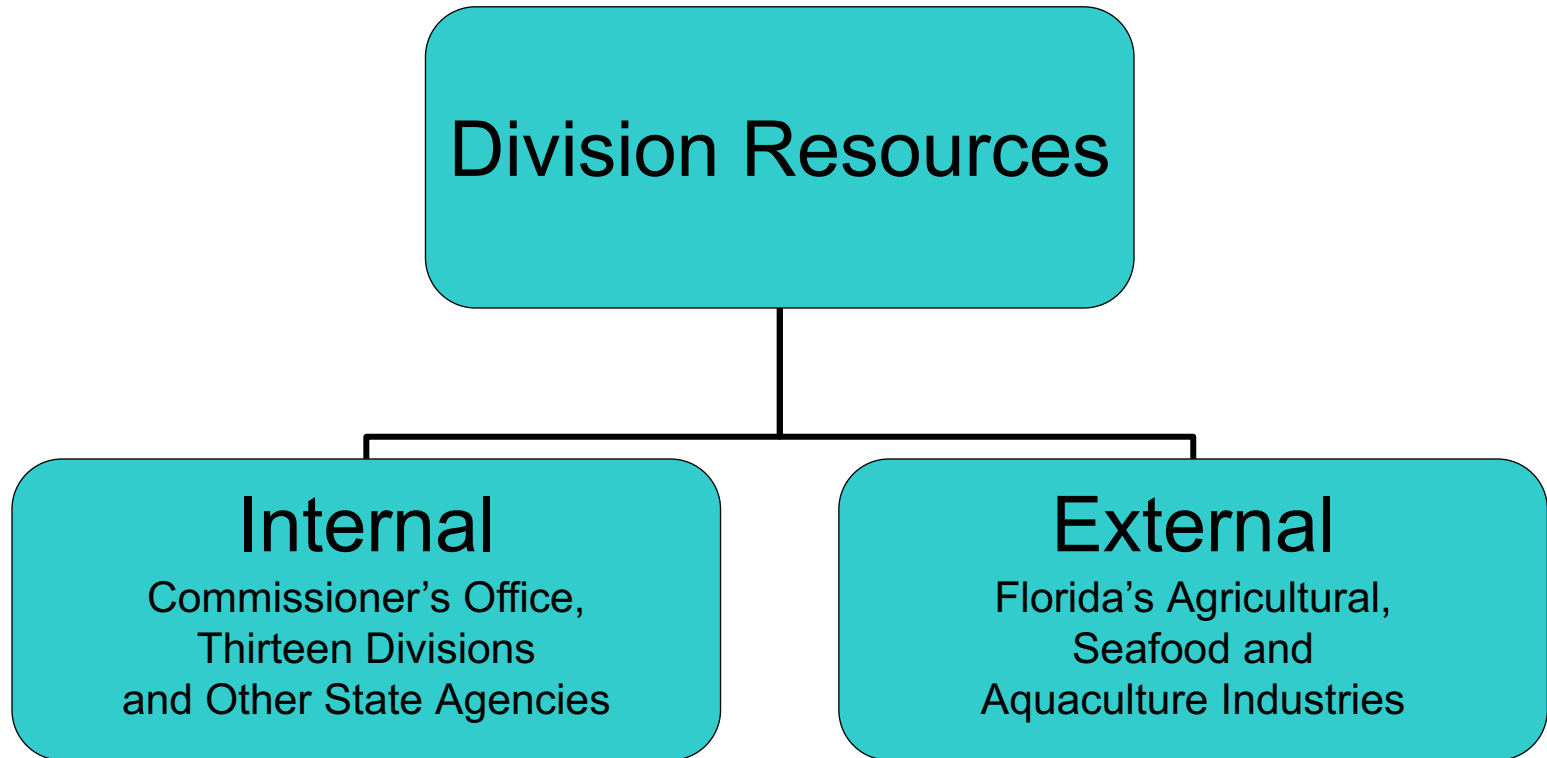
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○ *"Provide marketing, development, promotional, advertising and educational services for internal and external clients."*



# Clients

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# Some Major Responsibilities

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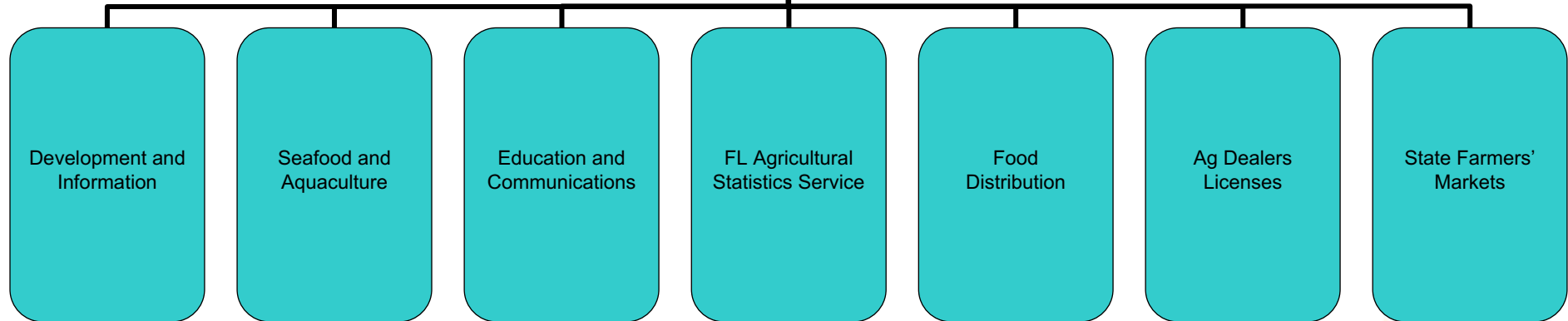
- Marketing & Promotion for Florida's Ag Industries
- Agricultural Entrepreneurial Development and Research
- Management of State Farmers' Market System
- Agricultural Dealers License (and Bonding) Program
- Statewide School Feeding Programs
- Statewide Emergency Feeding Programs
- Statewide Food Recovery/Poverty Feeding Programs
- Statistical & Economic Services (Livestock, Seafood F/V, etc.)
- Produce Multi-Media Creative Services for all Clients
- Produce Communications Materials for all Clients
- Develop and Produce Agri-Literacy & Nutritional Programs



# The Organization

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Administrative Services



# Staff and Funding

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## ○ 194 FTE's

- 1 Full-Time OPS and Appx. 44 Seasonal

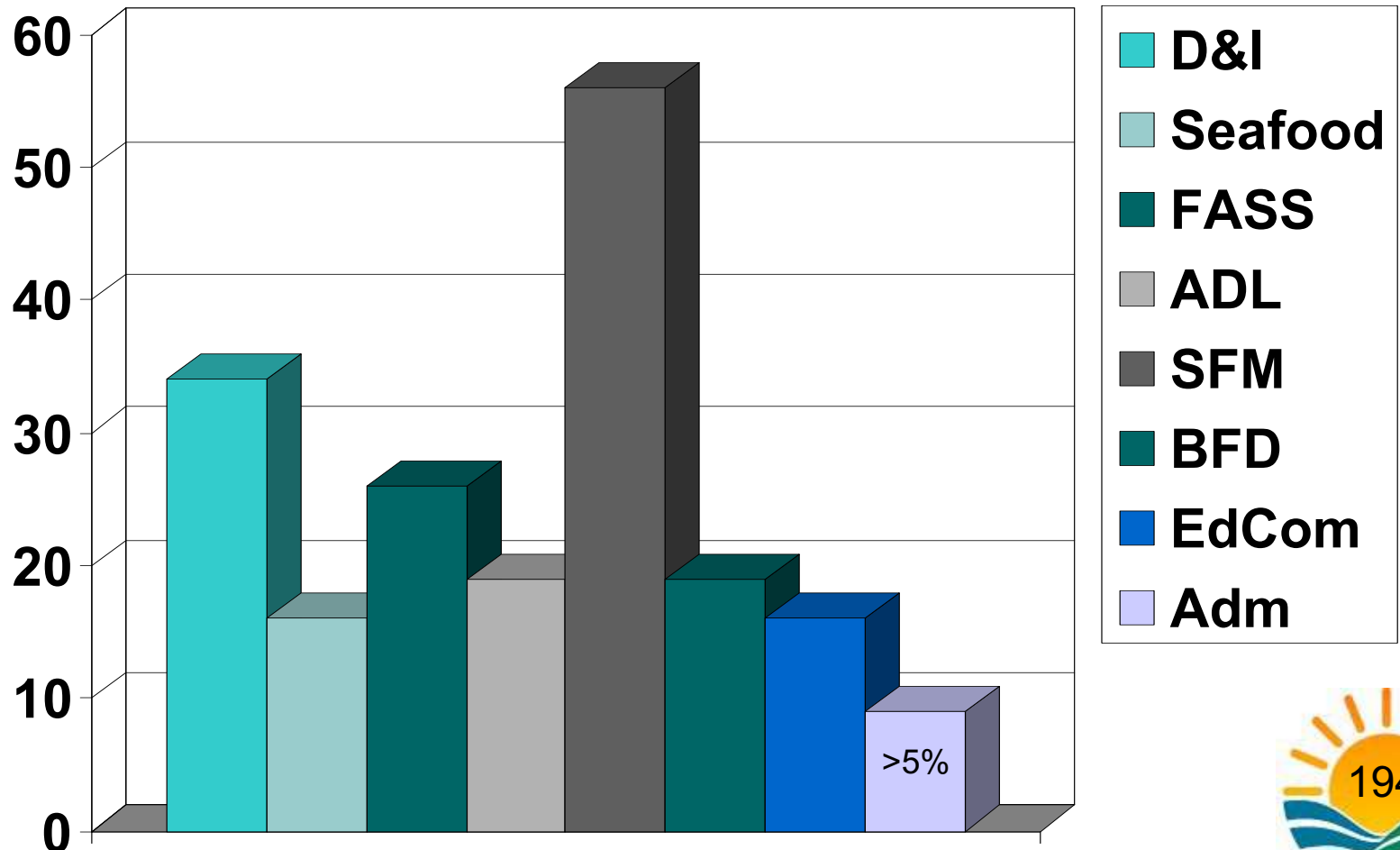
## ○ Revenue Streams

- GR \$13M (Incl. Nearly \$1M in Pass-Thru Funding)
- Trust Funds \$13M (Incl. \$3M+ in Industry MO Pass-Thru)
- Fed Funds \$5.2M (Incl. \$1M in Authority f/ Pursuing Grants)

**GRAND TOTAL = \$31M +**

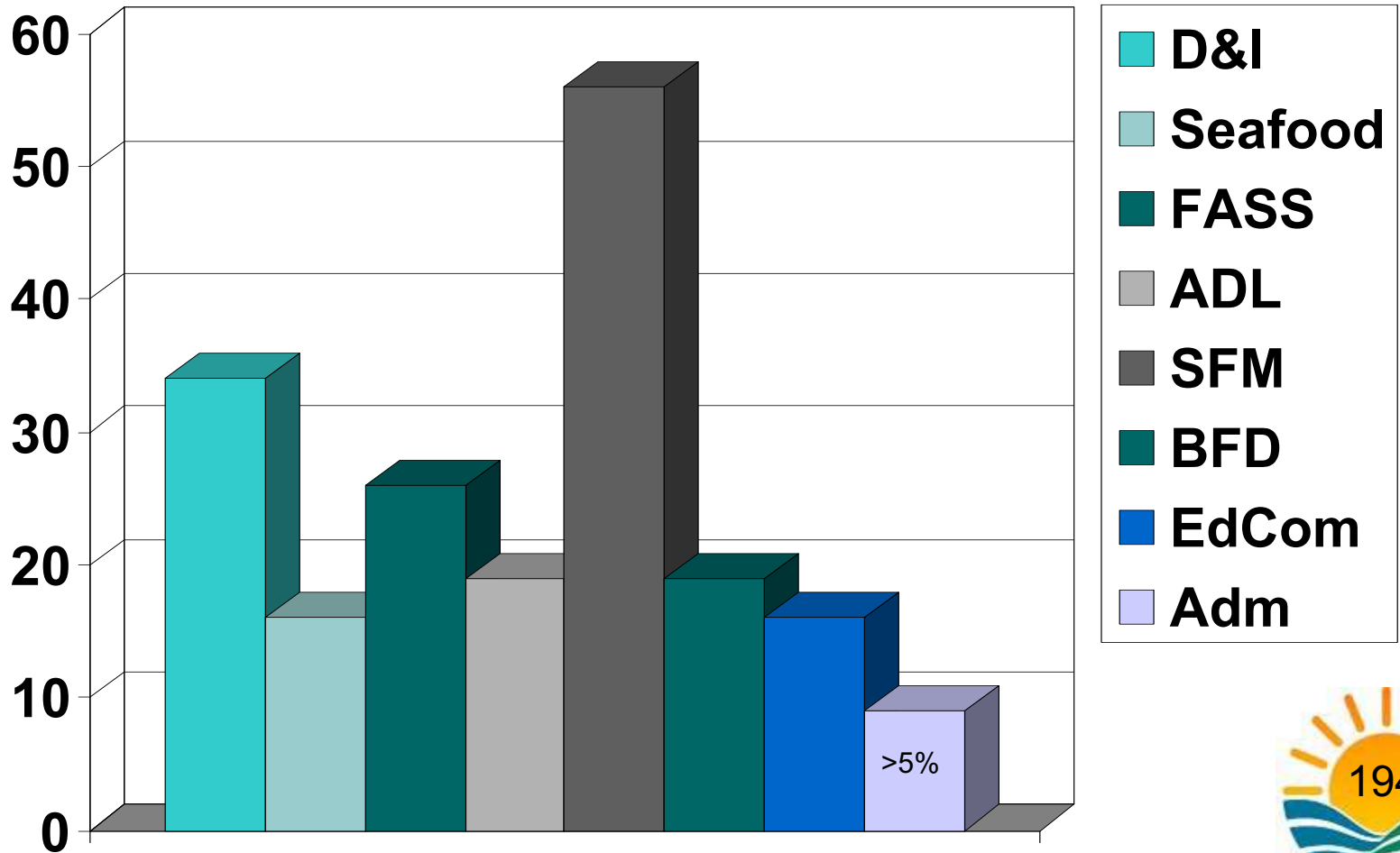


# Staffing Breakdowns



# Staffing Breakdowns

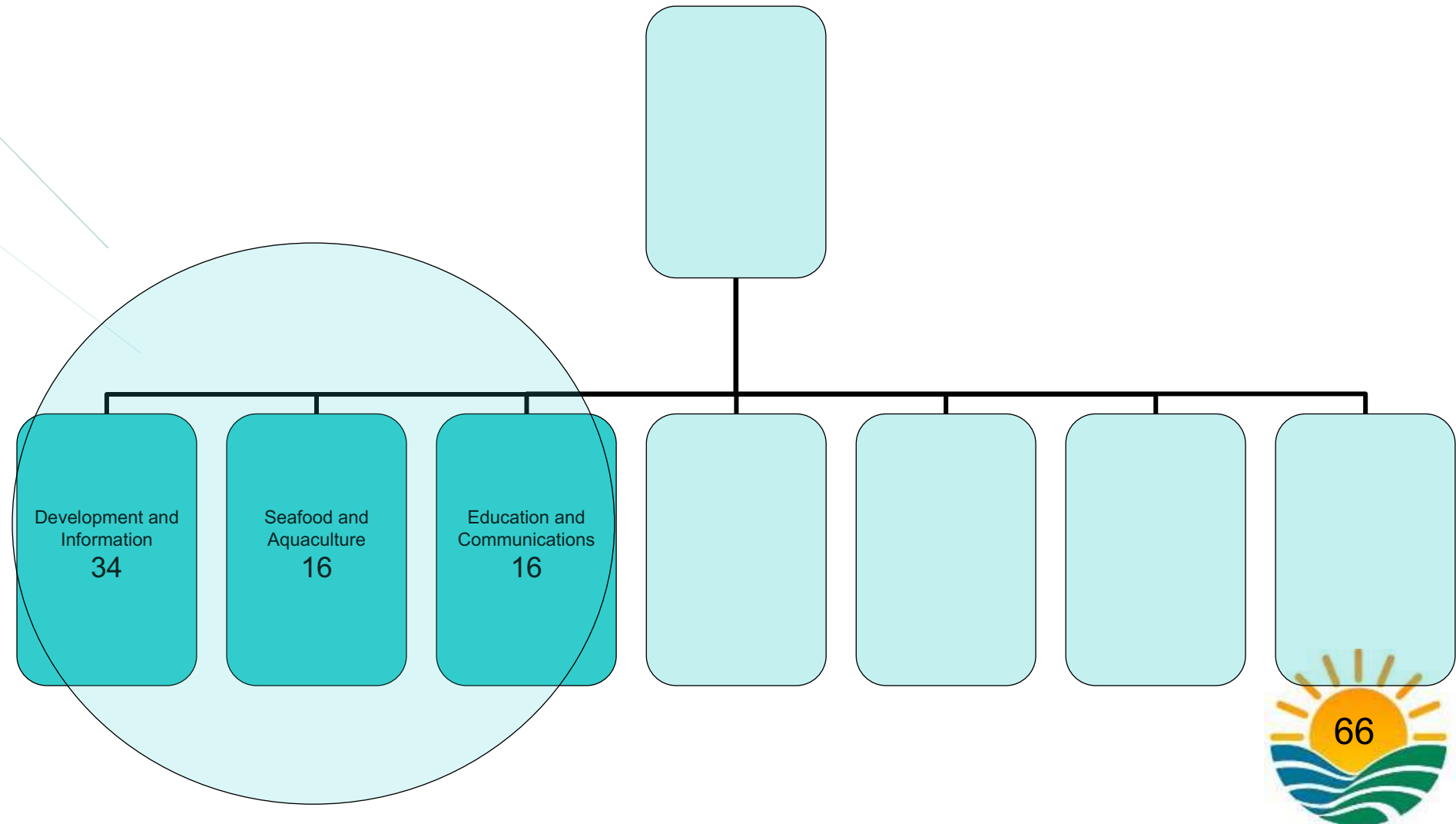
14 Various Entities  
Statewide Avg. 4per





# The “Marketing Stuff”

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Fresh  
*from*  
Florida

*from* Florida.®

Florida

USA



# Serving All Agricultural Sectors

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- 40 – 50 Campaigns / Year
- 240 Different Commodities
  - From Alligator to Zucchini!
- Cross Promotion to Leverage Funds
- Emphasis on Marketing Research
- Cost-Effective In-House Production



# Why Should We ?

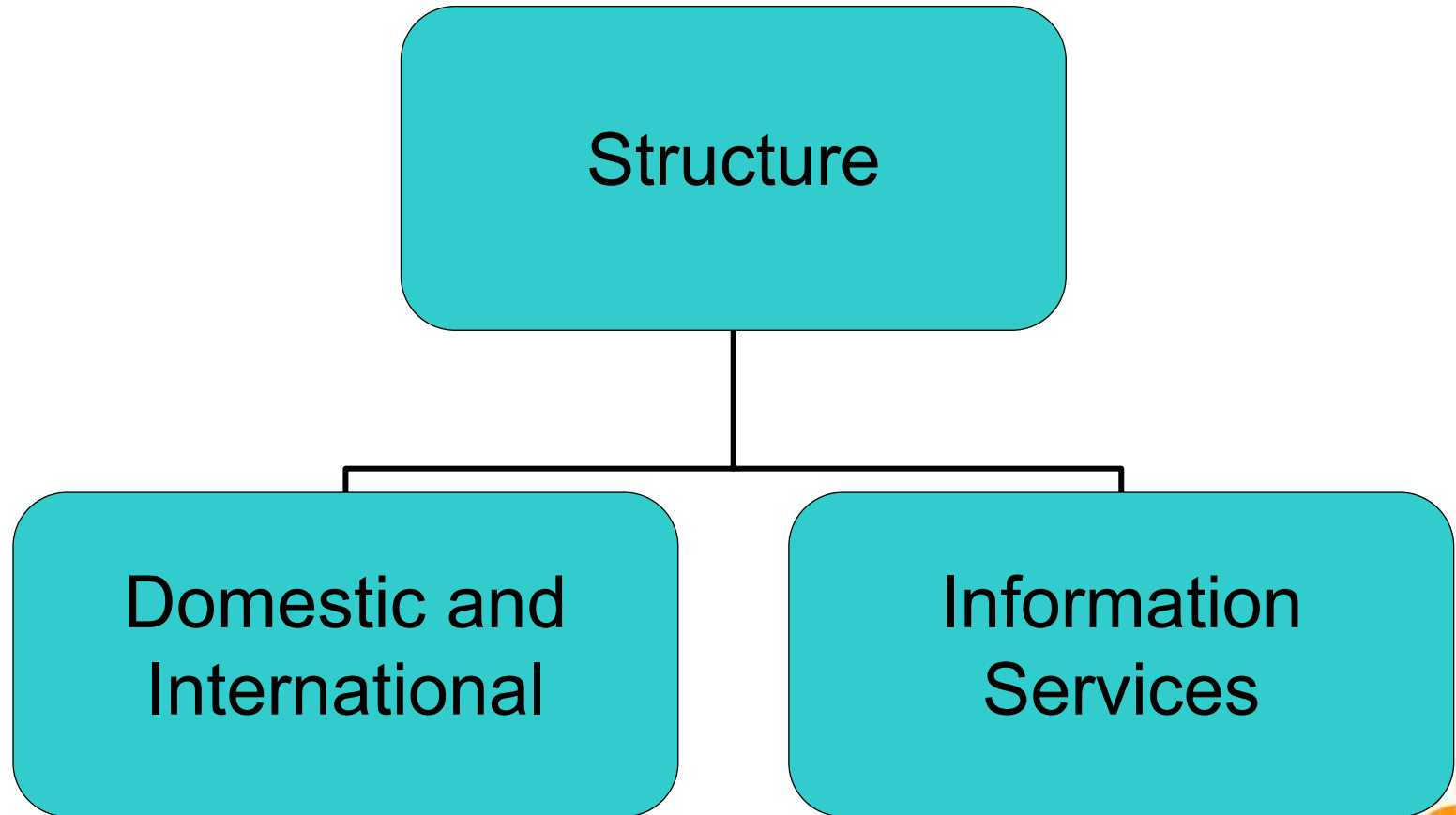
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- 41,000 Florida Farms
- **35,300 (86%) are Small Farms >\$100,000/Yr.**
- Cooperative Approach Works
- Consolidated Global Buying Practices
- Leveraging State Resources and Relationships
- Protect and Grow Market Share
- 2<sup>nd</sup> Largest Industry in State
- Protect Economic Viability and Provide Incentives to Ensure Food Supply
- It's "Green" in Many Ways



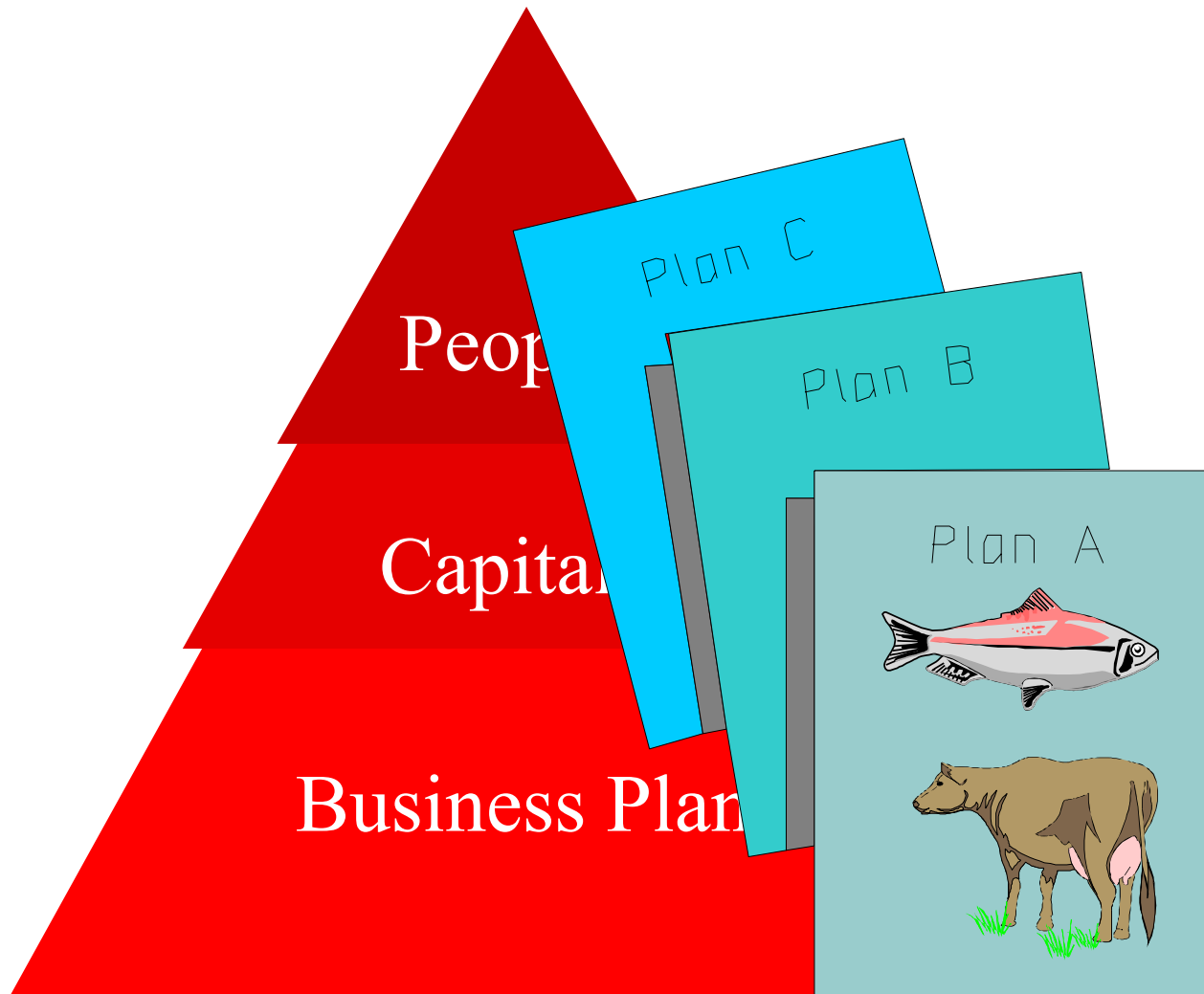
# D&I and Seafood Marketing Bureaus

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# How We Work With Clients

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# Our Approach

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The **RISING** Popularity...

כשר  
*from*  
Florida

Kosher  
*from*  
Florida

...of

**KOSHER**  
**FOODS**

Florida Department of Agriculture and Consumer Services

A vertical banner on the right side of the page with a blue grid background. It contains text and logos. At the top, it says 'The RISING Popularity...' with 'RISING' in large yellow letters. Below this is a logo featuring a sun and waves with the Hebrew word 'כשר' (Kosher) above the word 'Florida'. Underneath is another similar logo with 'Kosher from Florida'. The text '...of' is followed by 'KOSHER FOODS' in large yellow letters. At the bottom, it reads 'Florida Department of Agriculture and Consumer Services'.

# ALLIGATOR

ACCEPT NO IMITATIONS



For sources of alligator leather products,  
call the Florida Department of Agriculture and Consumer Services,  
Bureau of Seafood and Aquaculture at 850-488-0163  
or visit our website at [www.fl-ag.com/alligat](http://www.fl-ag.com/alligat)

\*\*\*\*\*  
International trade of American alligator products complies  
with world wide environmental regulations.

Florida Alligator Marketing and Education Advisory Committee (FAME)  
Florida Department of Agriculture and Consumer Services • BOB CRAWFORD, Commissioner





**ALLIGATOR**  
ACCEPT NO IMITATIONS

For sources of alligator leather call the Florida Department of Agriculture and Bureau of Seafood and Aquaculture or visit our website at [www.fl-ag.com](http://www.fl-ag.com)

International trade of American alligator with world wide environmental

Florida Alligator Marketing and Education Advisory  
Florida Department of Agriculture and Consumer Services

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SOPHIA LOREN**

**A Cultural Tour of Italy**

**The History of Cartier**

**Ballooning over Europe**

**Millionaire's Opulence Catalog**

*The Very Best the World Has to Offer*

710889 57426 083

HARLEY BROWN









# Other Citrus Assists

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- Auto Racing Promotions
- International Retail Store Entrees
- International Food Shows
- Domestic Trade Events (PMA)
- Domestic Retail Joint-Ventures (Wal-Mart Juice)
- Culinary Education & Recipe Development



Winner's Circle 2007

# Mobil 1 - 12 Hours of Sebring

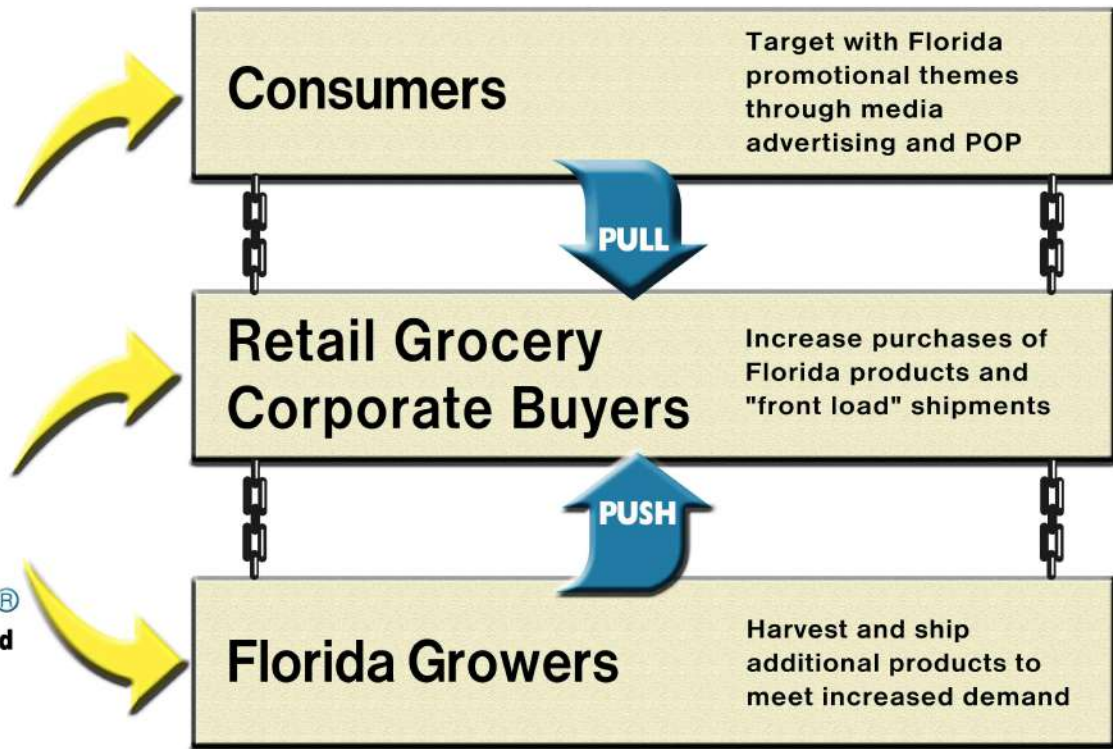
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# Florida Produce Spring Promotions

## "Linkage" Marketing Strategy





# If You Can't Measure It...

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- Gross Sales
- Retail "Lift" & Comparisons
- Consumer Impressions
- Value of Industry Assists
- Level of Financial Participation



# Education & Communications

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- Radio and Television Production
- Web Development / Internet Services
- Graphics Layout and Design
- Print Materials
- Media Relations
- Public Communications
- Agri-Literacy Programs



# FASS - Orlando

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- Federal / State Cooperative Program
- Predominantly Citrus Related
- Statewide Ag Statistics
- Economic Information
- Citrus Crop Forecasting
- Ag Census
- Reports on Demand

100% Funded by Industry and Feds



# Ag Dealers' License

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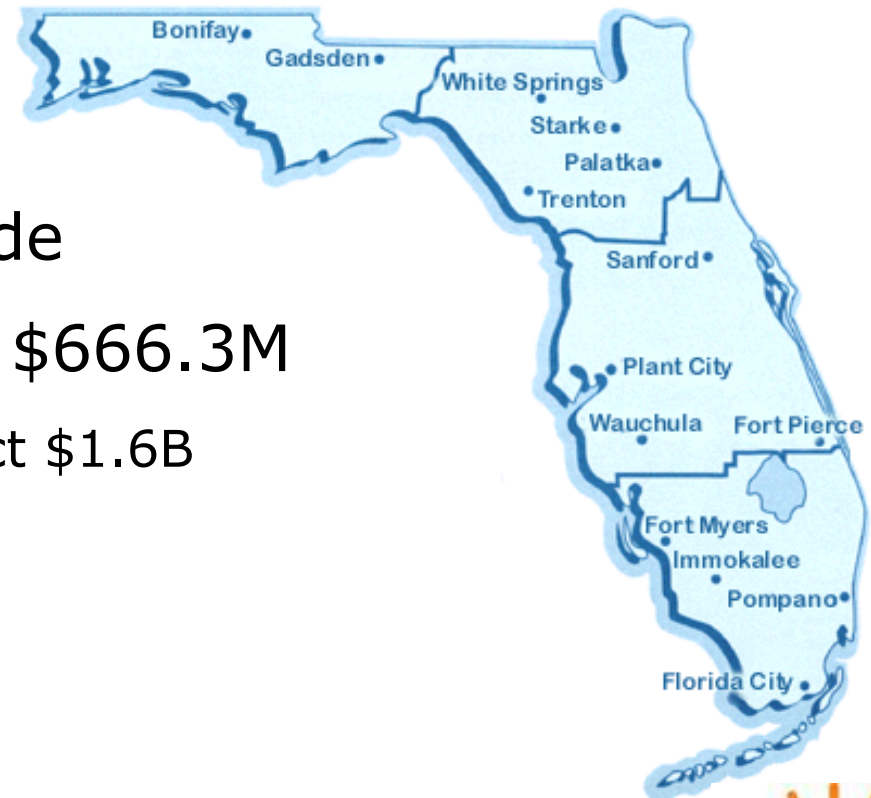
- Licensing and Bonding Program
- Protects Producers from Buyer Defaults
- Statewide Staff of Auditors
- Issues 4,800 Licenses Annually
- 9,800 Bond Application Reviews
- 5,000 Field Contacts
- Returned \$420,000+ to Growers in 06-07



# State Farmers' Markets

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- 13 Markets Statewide
- 2006-2007 Sales = \$666.3M
  - Total Economic Impact \$1.6B
  - Jobs 22,554
  - Tax Revenues \$83M+



# Food Distribution

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- Federal / State Partnership
- Monitor Compliance and Auditing
- 83M+ lbs. of Food Distributed in 06-07
- School & Institutions Feeding Programs
- Food Banks, Pantries & Soup Kitchens
- WIC / FMNP
- TEFAP
- ESF-11



# Other “Stuff” of Significance

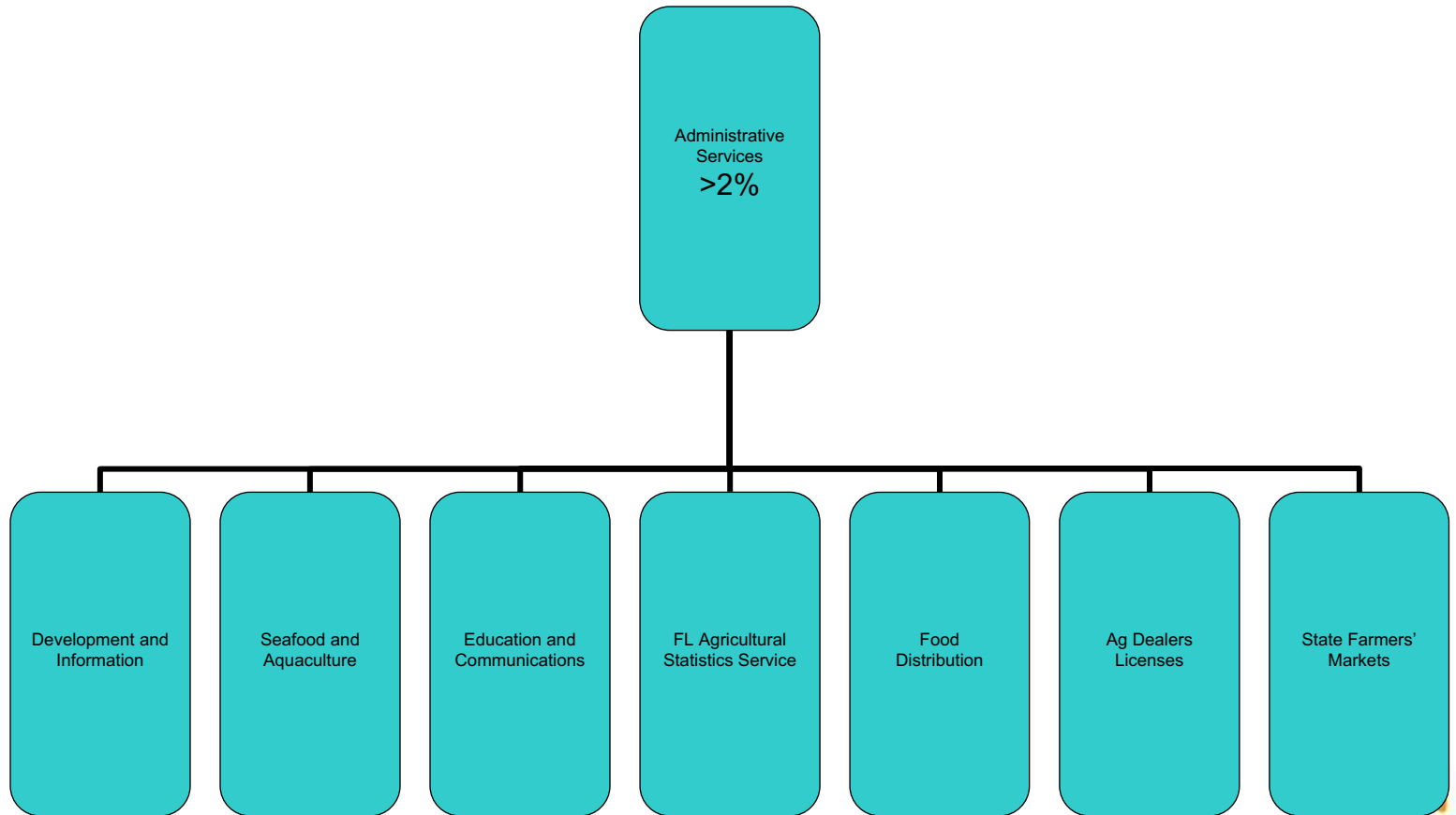
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- Industry Assists & Marketing Research
- Entrepreneurial Development
- Livestock Market Reporting
- Equine Industry Joint-Ventures
- Multi-Million Dollar Marketing Orders
- Agricultural Fairs and Exhibits Program



# Administrative Unit

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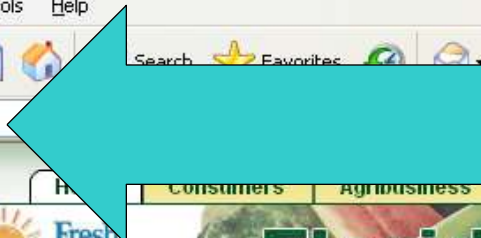
# Division of Marketing and Development

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- Kerry Flack, Assistant Director
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# Florida-Agriculture.com

Florida Department of Agriculture and Consumer Services  
Charles H. Bronson, Commissioner

Division of Marketing and Development  
Nelson L. Mongiovi, Director

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- Info For Agribusiness
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- Florida Market Bulletin
- News Archives
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## Lafayette And Gadsden Farms Recognized

Florida Agriculture Commissioner Charles H. Bronson has announced that two North Florida properties have qualified for recognition as a Century Pioneer Family Farm. Recognition in this program means the families have maintained continuous ownership of the property for at least 100 years. The families who qualified are Barney and Lynn Hart in Lafayette County, and Nelson and Karen Clark in Gadsden County. [more](#)



The Florida Chef

## Grants Available For Bio-Energy Projects

Florida Agriculture Commissioner Charles H. Bronson has announced that applications are available for Florida's Farm to Fuel Grants Program. The 2007 Florida Legislature appropriated \$25 million for the grants program to provide matching grants for demonstration and commercial projects, as well as research and development relating to bio-energy projects in Florida. [more](#)



## Report Examines India's Retail Market

Florida Agriculture Commissioner Charles H. Bronson has released a new report to assist Florida agricultural producers that are exploring opportunities to export their products to India's consumer market. The 60-page report, titled "India: Road to Success," presents data obtained during marketing research missions conducted over the past four years by the Florida Department of Agriculture and Consumer Services in conjunction with the Southern United States

