

The Florida Senate
COMMITTEE MEETING EXPANDED AGENDA
APPROPRIATIONS SUBCOMMITTEE ON GENERAL GOVERNMENT
Senator Hays, Chair
Senator Thompson, Vice Chair

MEETING DATE: Wednesday, October 9, 2013
TIME: 1:00 —3:00 p.m.
PLACE: *Toni Jennings Committee Room, 110 Senate Office Building*

MEMBERS: Senator Hays, Chair; Senator Thompson, Vice Chair; Senators Bradley, Braynon, Bullard, Dean, Detert, Joyner, Latvala, Legg, Simpson, Soto, and Stargel

TAB	BILL NO. and INTRODUCER	BILL DESCRIPTION and SENATE COMMITTEE ACTIONS	COMMITTEE ACTION
1	Review and Discussion of Citrus Greening Disease		Presented
2	Review and Discussion of the Florida Agriculture Promotion Campaign - Department of Agriculture and Consumer Services		Presented
3	Overview of the Food, Nutrition & Wellness Program - Department of Agriculture and Consumer Services		Presented
Other Related Meeting Documents			

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

State of the Florida Citrus Industry

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

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

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



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 – targetting 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



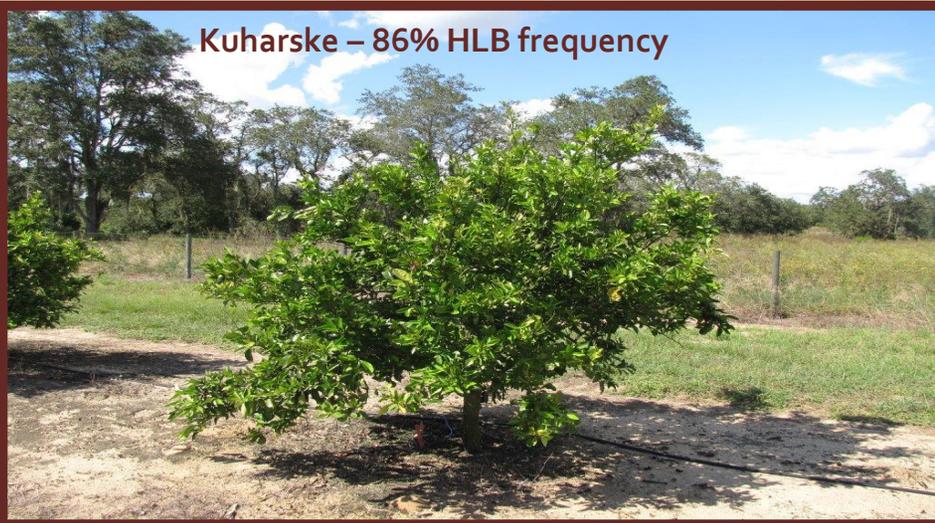
Photo Courtesy UF, IFAS P Stansly

Cultural Practices – Caring for HLB Infected Trees



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



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



Senate Appropriations Subcommittee on
General Government
Senator Alan Hays, Chair

October 9, 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



Digital Media

- Food related websites
 - Foodnetwork.com
 - MyRecipes.com
 - Blogher.com
 - Food.com
 - CookingChannelTV.com
 - RachaelRay.com
- Geo-targeted to Florida
- Flight: 4/29/13 - 6/2/13
- Impressions: 3,458,533*

*Centro Media



Digital Media

EVERY green thumb

food network

Recipes & Cooking Shows Chefs Restaurants Shop Food Network

Search Recipes, Shows & Chefs

Home > Recipes and Cooking > Seasonal > Spring Produce at Its Best

Spring Produce at Its Best

Catch all the best spring produce — like peas, asparagus, carrots, rhubarb and artichokes — at its peak and use it to make super-fresh meals.

Categories: Vegetables, Spring

VIEW THUMBNAILS Photo 1 of 22

Create an extraordinary salad with Florida Produce.

Click here for delicious recipes. Fresh Florida.

Spring Peas With Dates and Walnuts

This best-of-the-season side dish calls for not one but three kinds of spring peas: English, sugar snap and snow.

Get The Recipe: Spring Peas With Dates and Walnuts

Similar Recipes: Spring Produce

Featured In This Gallery: Spring Peas With Dates and Walnuts

Food Network's Most Popular: Recipes

all you COOKING CookingLight FOOD+WINE Health my recipes REAL SIMPLE Southern Living Sunset

my recipes

MAKE YOURS TODAY WATCH AND LEARN

Search 50,000+ delicious, kitchen-tested recipes

Ingredient Search | Nutrition Search

Recipes My Recipe File Quick & Easy Menus Healthy How-To Video Kids Mother's Day

Kid Dinners

Get the best kid dinners from trusted magazines, cookbooks, and more. You'll find recipe ideas complete with cooking tips, member reviews, and ratings.

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

Kid-Friendly Chicken on the Cheap
With big flavors and small prices, you can prepare these kid-approved chicken dishes from All You for under a \$1.50 per serving. [Read More »](#)

Quick Meals for Kids
Short on time? Whip up one of these kid-approved dinner recipes in less than 15 minutes. [Read More »](#)

Low-Calorie Family-Friendly Meals
Bring lightened versions (under 350 calories!) of your family's favorites to the dinner table with these simple, satisfying recipes. [Read More »](#)

Our Best Kid Dinners

- Chicken and Orzo Skillet Dinner**
Cooking Light, OCTOBER 2012
- Three-Dip Dinner**
All You, DECEMBER 2010

Tuesday Specials

Dinner Tonight: **Flank Steak Salad with Plums and Blue Cheese**

SHARE

- Tequila-Key Lime Meringue Pie
- Chicken and Dressing
- Fresh and Fabulous Fish Tacos
- Easy Pizza, Pronto!

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Experience magnificent Florida Grouper.

Click here for delicious recipes. Fresh Florida.



Print Ads

Experience a magnificent favorite.



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



For more recipes, visit FreshFromFlorida.com



Create an extraordinary salad.



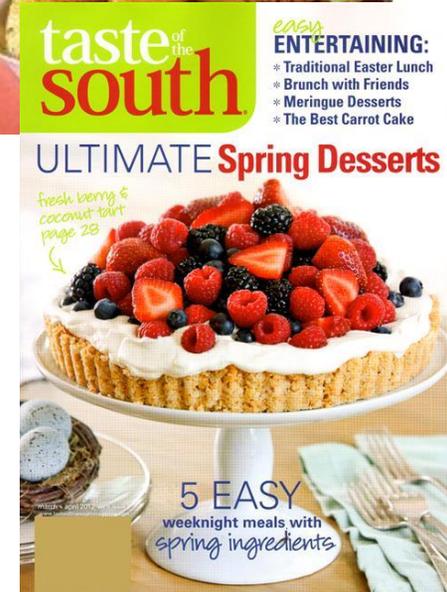
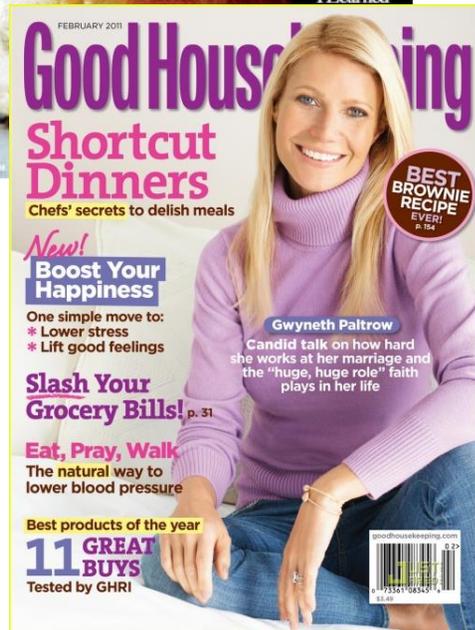
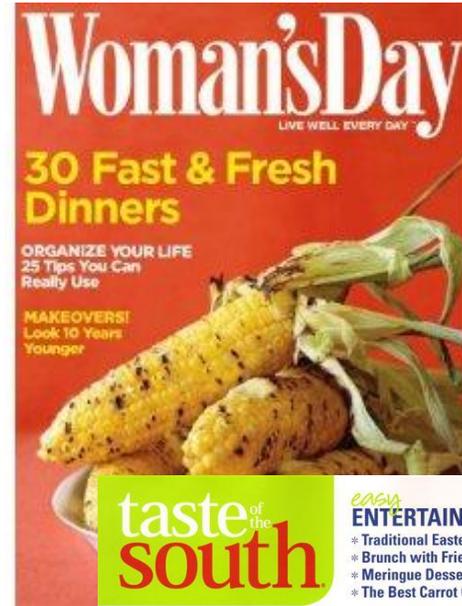
Get inspired with Luscious **Florida** Produce.
Delicious is always served "Fresh From Florida."



For more recipes, visit FreshFromFlorida.com



Publications



Transit



- Miami-Dade
- Metromover
1 exterior ad (English)
- Metrorail 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 [SEARCH](#)

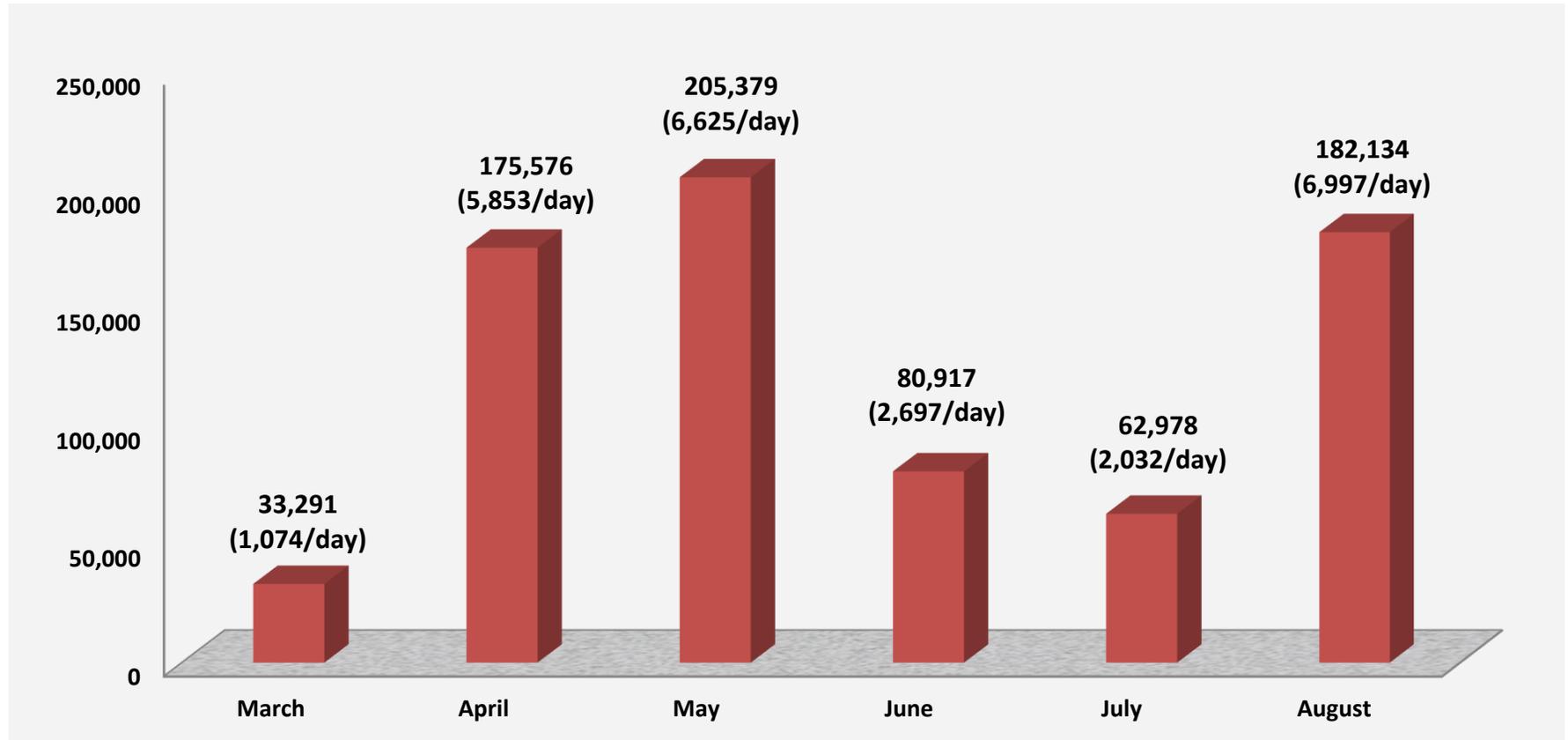
View Fresh From Florida TV Commercials!

- Arugula and Florida Berry Salad with Cam...
- Honey Orange Glazed Florida Grouper
- Florida Gulf Shrimp and Sweet Pepper St...



Recipes Webpage

Views per Month



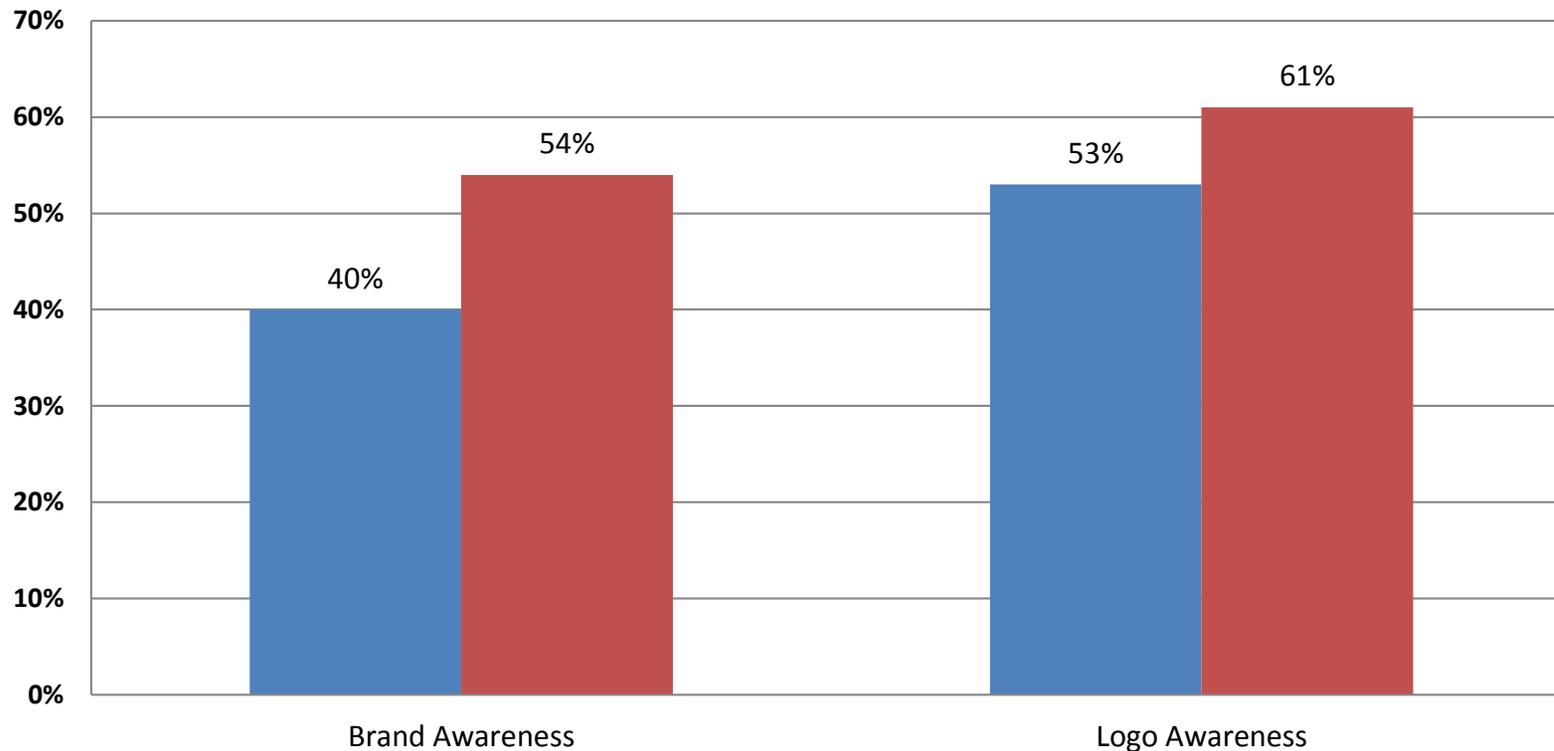
TV aired 3/25-6/2 and 7/29-8/25 (hiatus 6/3-7/28)



Pre/Post Campaign Results

Awareness of “Fresh From Florida” Brand and Logos

■ Pre-wave ■ Post-wave



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

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



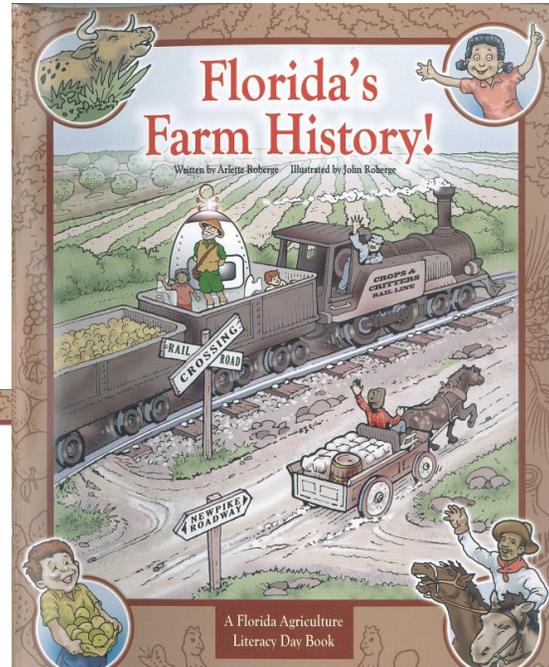
Educational Outreach



“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.

The block contains three logos: 'Fresh Florida' with a sun and leaf, 'FLORIDA AGRICULTURE 500 YEARS IN THE MAKING' with a green wave, and 'Florida Agriculture in the Classroom, Inc.' with a sun and leaf.



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

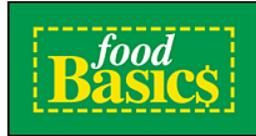
Provide incentive payments for retailers to purchase Florida commodities and advertise the Fresh From Florida brand.

Retail Partnerships

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



Retail Incentive Program



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

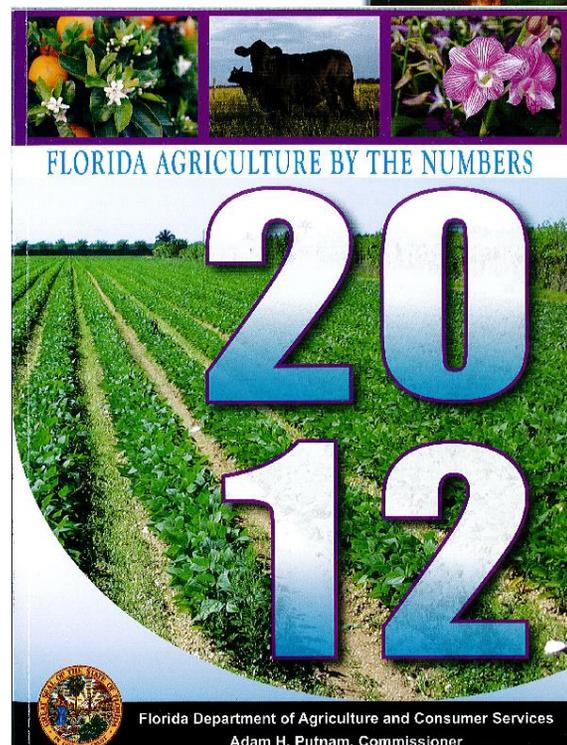
- America's Food & Beverage
- Boston Seafood Show
- Produce Marketing Association (PMA)
- The Landscape Show
Florida Nursery Growers and
Landscapers Association (FNGLA)
- Tropical Plant (TPIE)
- MRket Show



Provide Research and Information to Agriculture Industry

Publications produced

- 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



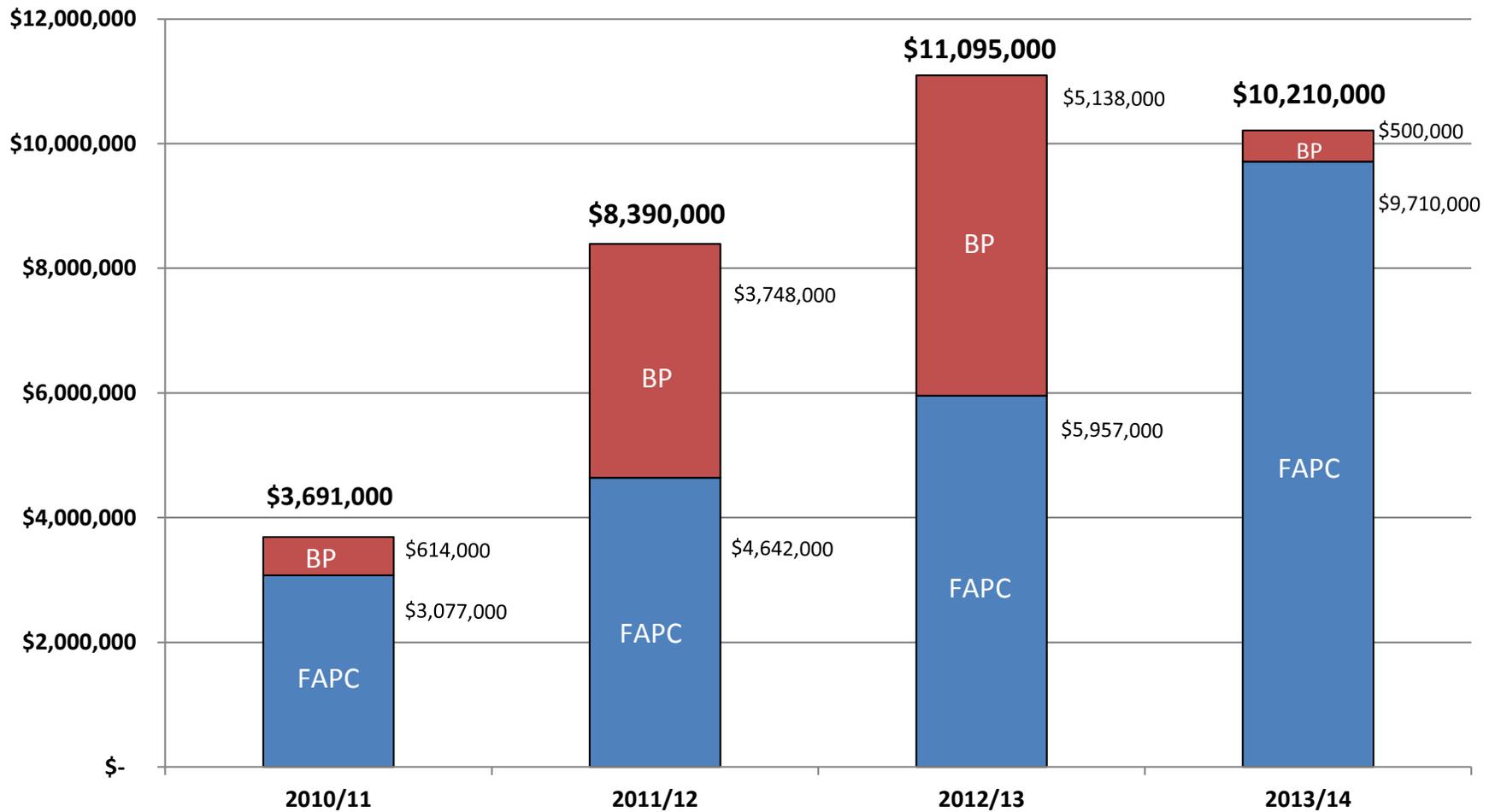
Budget Background

- 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



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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Florida Department of Agriculture
and Consumer Services
Division of Food Nutrition and Wellness

Adam H. Putnam, Commissioner

Robin Safley, Division Director

Senate Appropriations Subcommittee on General Government

October 9, 2013



The mission of the Division of Food, Nutrition and Wellness is to create, encourage, and foster healthy lifestyles by administering effective Child Nutrition Programs to Florida students through:

- Outreach/Partnership/Education
- Adequate Oversight to Ensure Quality and Compliance
- Financial Resources
- Nutritionally Sound Meals and Quality Service
- State-of-the-Art Training
- Real-time Technical Assistance

About FNW

The Division of Food, Nutrition and Wellness is comprised of 65 staff members who are actively involved in the administration of more than seven federal child nutrition programs.

- Director's Office
- Bureau of Implementation and Accountability
- Bureau of Food Distribution

FNW Programs

Nutrition and Education

National School Lunch Program (NSLP)
School Breakfast Program (SBP)
Afterschool Snack Program (ASSP)
Summer Food Service Program (SFSP)
Farm to School

Food Distribution

USDA Foods for NSLP
The Emergency Food Assistance Program (TEFAP)
Emergency Response
WIC/Farmers Market

Food Distribution

National School Lunch Program USDA Commodities

2013

- \$63,621,739 Total Entitlement Dollars Spent
- \$3,794,737 Department of Defense Fresh Fruit and Vegetable Program Total Dollars Spent

The Emergency Food Assistance Program

2013

- \$38,429,228 Total Entitlement Spent
- 10,596,985 Farm Share Recovered Pounds
- 24,719,507 Florida Association of Food Banks Recovered Pounds

Women Infant and Children Farmers Market Nutrition Program

2013

- 210 Farms Participating
- 42 sites
- \$258,120 Value of Coupons Redeemed

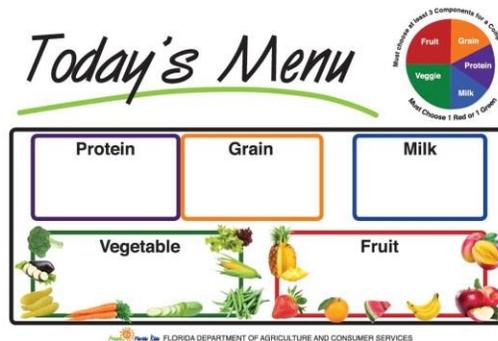
National School Lunch Program

School Year 2012

Total lunches served
278,544,601

Average per day
1,547,740

Free/Reduced Price
lunches served
218,679,193



School Year 2013

Total lunches served
274,635,824

Average per day
1,525,755

Free/Reduced Price
lunches served
220,442,516

School Breakfast Program

School Year 2012

Total breakfast served
119,571,014

Average per day
664,283

Free/Reduced Price
breakfast served
101,912,674



School Year 2013

Total breakfast served
124,651,297

Average per day
1,525,755

Free/Reduced Price
breakfast served
105,907,864

Summer Food Service Program

School Year 2012

Lunches – 5,644,119

Breakfasts – 2,338,585

Suppers – 23,981

Snacks – 2,084,161

School Year 2013

Lunches – 6,311,177

Breakfasts – 2,759,050

Suppers – 122,771

Snacks – 2,174,370

Approximately 12.6% Increase over 2012

Summer Food Service Program



Banner/Yard signs



County Bus Wrap



Heat PSA



Facebook Page



Direct Mail



Vehicle Magnet



New Regulations

- **Meal Pattern - Breakfast**
- **Community Eligibility Provision**
- **School Meal Administrative Review**
- **Smart Snacks in School**

Farm to School



- Awareness
- Participation
- Consumption

Farm to School

- Common Menuing
- Connecting Growers, Distributors and Program Participants
- Created educational outreach materials
- Analyzing logistics



Pinellas County
Tangelos

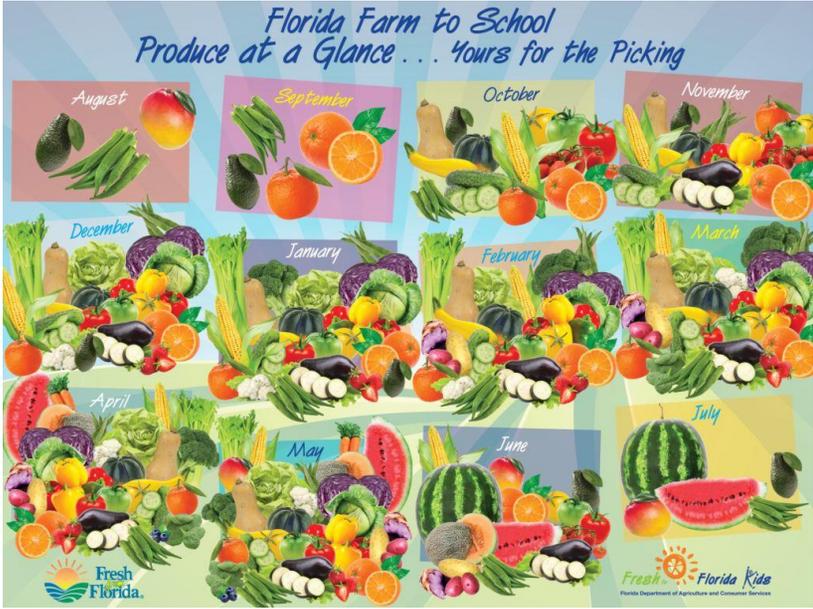


Produce Poster



Nassau County Farm
to School Wraps

Farm to School



Awareness

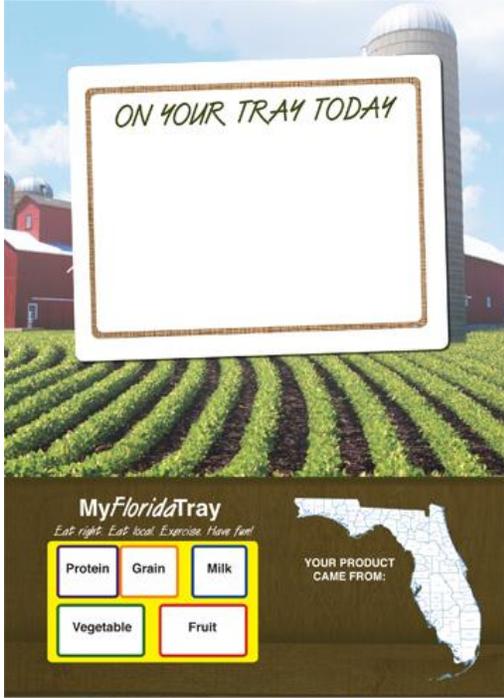


Consumption

Consumption



Florida Department of Agriculture and Consumer Services
Adam H. Putnam, Commissioner
www.freshforfloridakids.com



Participation



Florida Department of Agriculture and Consumer Services

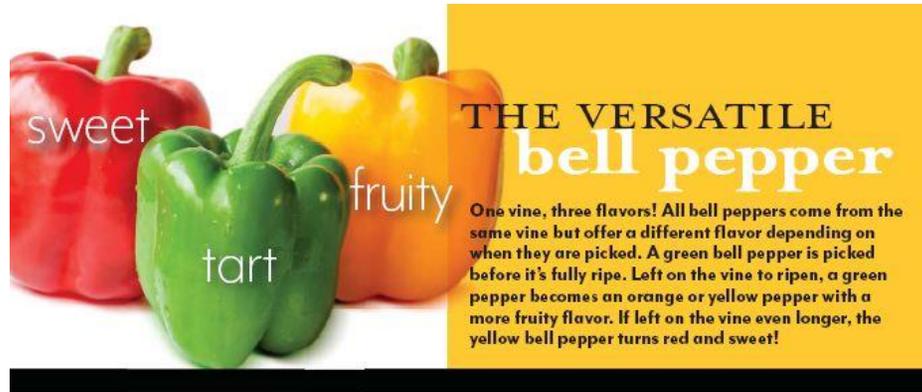
The Fresh for Florida Kids Training Program

- ✓ Meal Pattern
- ✓ National School Lunch Sponsor Training
- ✓ Advance Food Safety
 - Summer Sponsor Training
 - Merchandising
 - Food Allergies
 - Effectively utilizing USDA Commodities
 - HUSSC Certification
 - Financial Management
 - Communication and Conflict Resolution

Emerging Initiatives



Living Healthy in Florida



Florida bell peppers—packed with vitamins, minerals and antioxidants—protect against the development of heart disease, cancer and diabetes, while providing a combination of tangy taste and crunchy texture. They can be eaten raw, stuffed, roasted, stewed or pickled. Bell peppers are packed with vitamin C. Green bell peppers have twice as much vitamin C as an orange, and red bell peppers have three times as much.



Did you know?

- Today, most green bell peppers sold in the U.S. are grown in Florida—mostly in Collier, Hendry, Hillsborough, Manatee and Palm Beach County.
- Bell peppers are available all year round.
- Because peppers are mostly water, they provide very few calories.
- Foods high in fiber, like bell peppers, fill you up faster and make you less likely to overeat.

Shopping, Preparing & Storing

- Avoid buying peppers with cuts, bruises, spots or shriveled stems.
- Store in the refrigerator crisper drawer for up to one week.
- It's OK to freeze bell peppers that have been cut.

Cooking Tips

- Cut tops off peppers and stuff with rice, cheese, meat or your filling of choice and bake for a quick and filling meal—try baking them in a muffin pan to help retain their shape.
- To seed a bell pepper, hold it tightly and slam the stem end down on the counter. This will loosen the seed core, and it should pull out easily.
- Bell peppers flavor well with steak, salad, sausage, basil, oregano and thyme.

STUFFED BELL PEPPERS

SERVES 6

- 1 ½ pounds lean ground beef
- 3 cloves garlic, minced
- 1 onion, diced
- 1 15.5-ounce can diced tomatoes
- 1 cup shredded low fat cheddar cheese
- 1 ½ cups chicken broth



1. Preheat oven to 350° F.
2. Heat a large nonstick skillet over medium-high heat. Stir in the ground beef, and cook until browned. Stir in the minced garlic, and onion and tomatoes. Cook and stir until the onions soften just a bit, about 3 minutes. Stir the cheese into the mixture, and set aside.
3. Cut the tops off of the peppers, and remove the veins and seeds. Fill each pepper with the ground beef mixture and pour in some of the chicken broth. Place into the cups of a muffin tin, and replace the tops.
4. Bake in preheated oven 30 minutes.



FRUITS

Make most of your choices whole or cut fruit instead of juice.

VEGETABLES

Eat a variety every day. Fresh, canned or frozen.

GRAINS

Make at least half of your grains whole grains.

DAIRY

For adults and children 2 years and older, drink 1 percent low-fat or fat free milk.

PROTEIN

Choose lean meat, poultry without the skin, seafood, beans and peas, eggs, processed soy or nuts.

Living Healthy in Florida is a partnership of the Florida Departments of Agriculture and Consumer Services, Children and Families, Education and Health. The partnership provides free nutrition and physical activity education material. If you would like to learn more, visit our website at www.livinghealthyinfl.com or call 850-245-1111.

Florida Food Connect

The screenshot shows the Florida Food Connect website. At the top, there is a navigation bar with four buttons: 'BUY' (teal), 'SELL' (orange), 'LEARN' (yellow), and 'the market' (green) which includes a shopping bag icon. Below the navigation bar is a large banner with the title 'Visit the Market' in green. The banner text reads: 'Just like your neighborhood market, the Fresh from Florida Market is a venue for making meaningful connections. So, what are you looking for?'. The banner features three main icons: 'MEET BUYERS & SELLERS' (showing two hands shaking), 'BUY A PRODUCT OR SERVICE' (showing a shopping bag), and 'SELL A PRODUCT OR SERVICE' (showing a display of produce). There are also smaller icons for 'TOMATOES FOR SALE' and a basket of tomatoes. Below the banner is a section titled 'What is Florida Fresh Market?' with two paragraphs of placeholder text and a 'READ MORE' button. To the right of this section is a 'Search Business Directory' box with the text 'In need of a product or service? Looking for farms or buyers in your area?' and a search input field containing 'search keywords (eg Jones Farm, apples,' and a 'Search' button. At the bottom of the page is a green footer bar with navigation links: 'HOME | BUY | SELL | LEARN | THE MARKET | ABOUT | FAQ | REGISTER | CONTACT'. Below the links, it says 'Problems using the site? Contact Support' and 'Powered by: MARKETMAKER™'.

BUY **SELL** **LEARN** **the market**

Visit the Market

Just like your neighborhood market, the Fresh from Florida Market is a venue for making meaningful connections. So, what are you looking for?

MEET
BUYERS & SELLERS

BUY
A PRODUCT OR SERVICE

SELL
A PRODUCT OR SERVICE

What is Florida Fresh Market?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sit amet tempus enim. Nulla lorem enim, condimentum nec eros eget, tincidunt eleifend urna. Fusce neque leo, faucibus in condimentum at, ullamcorper eget justo. Donec ultrices sit amet magna vitae blandit. Vestibulum vel neque quis libero gravida consequat vel eu arcu. Maecenas quis eros sapien.

Fusce ac bibendum erat. Phasellus gravida dignissim orci quis iaculis. Nulla facilisi. Proin sed turpis gravida, tincidunt massa quis, elementum diam. Donec nisi lorem, pulvinar vitae felis id.

[READ MORE](#)

Search Business Directory

In need of a product or service?
Looking for farms or buyers in your area?

search keywords (eg Jones Farm, apples,

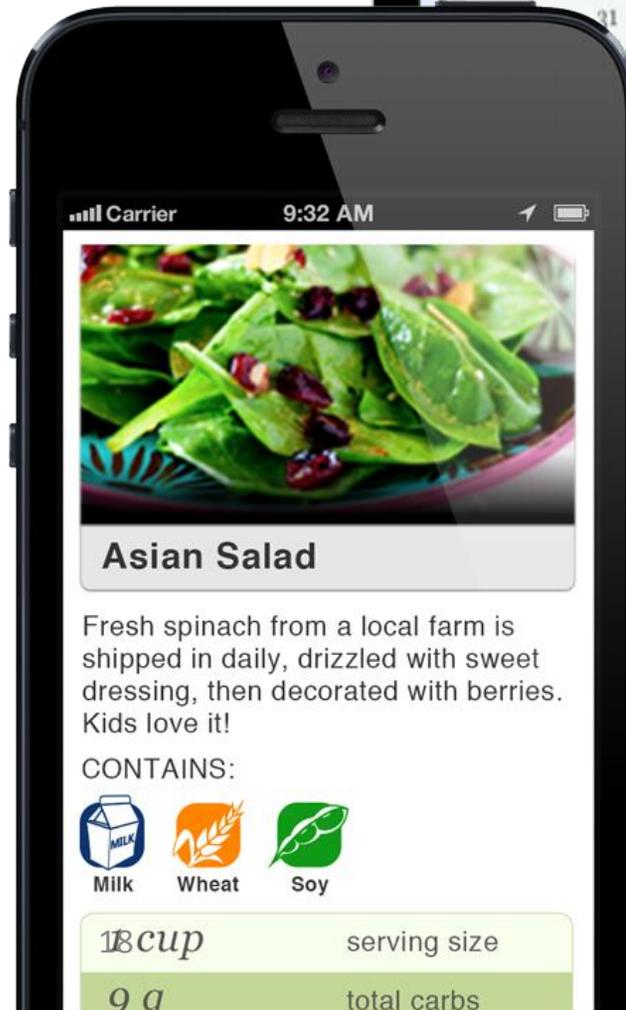
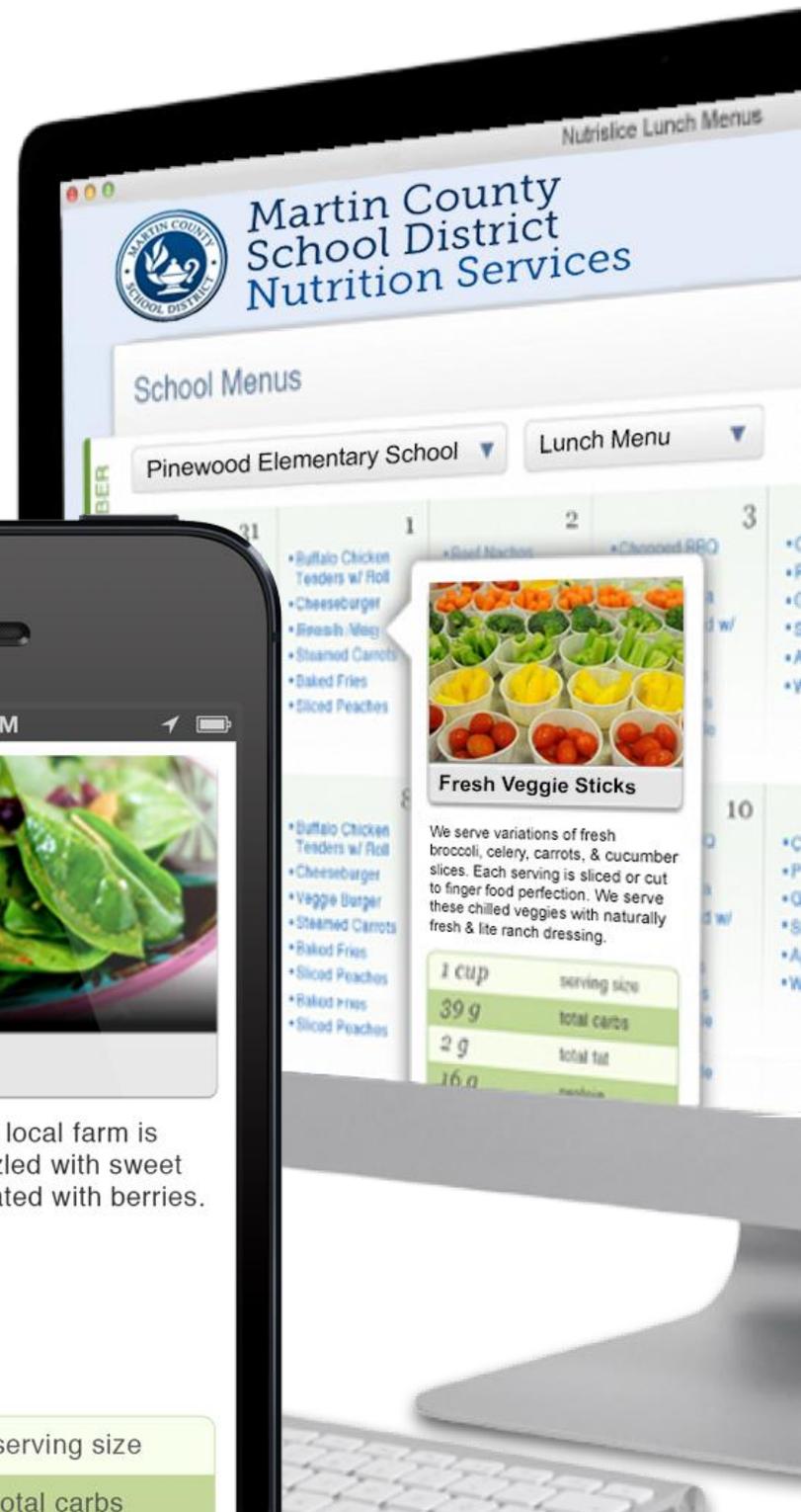
[Search](#)

HOME | BUY | SELL | LEARN | THE MARKET | ABOUT | FAQ | REGISTER | CONTACT

Problems using the site? Contact Support
Powered by: MARKETMAKER™



- Beautiful school menus and innovative nutrition education
- Available on smartphones, online, in schools, and more
- Helping students and parents live healthier lives by connecting with FL produce





Questions?



Florida Department of Agriculture
and Consumer Services
Division of Food Nutrition and Wellness

Adam H. Putnam, Commissioner

Robin Safley, Division Director

Senate Appropriations Subcommittee on General Government

October 9, 2013



THE FLORIDA SENATE

APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

10-9-13

Meeting Date

Topic Florida Citrus Bill Number TAB 1
(if applicable)

Name MICHAEL SPARKS Amendment Barcode _____
(if applicable)

Job Title C.E.O Florida Citrus Mutual

Address 411 E ORANGE STREET Phone 863 682-1111
Street

WELAND FLORIDA 33801 E-mail MIKES@FC Citrus Mutual
City State Zip COAL

Speaking: For Against Information

Representing _____

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

10-09-2013
Meeting Date

Topic CITRUS HUB RESEARCH

Bill Number TAB 1
(if applicable)

Name HAROLD BROWNING

Amendment Barcode _____
(if applicable)

Job Title CHIEF OPERATING OFFICER

Address 700 EXPERIMENT STATION Rd.
Street

Phone 863 207-4612

LAKE ALFRED FL 33850
City State Zip

E-mail HWBR@CITRUSRDF.ORG

Speaking: For Against Information

Representing CITRUS RESEARCH AND DEVELOPMENT FOUNDATION, INC

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

10/9/13
Meeting Date

Topic Water Quality and Quantity + Budget Bill Number TAB 1
(if applicable)

Name Adam Putnam Amendment Barcode _____
(if applicable)

Job Title Commissioner

Address 400 S. Monroe St.
Street
Tallahassee FL 32399
City State Zip

Phone (850) 488-3022

E-mail Jonathan.Rees@
~~myfloridastate.com~~
freshfromflorida.com

Speaking: For Against Information

Representing Department of Agriculture

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

Oct. 9, 2013
Meeting Date

Topic _____

Bill Number ~~N/A~~ TAB 2
(if applicable)

Name Susan Nardizzi

Amendment Barcode _____
(if applicable)

Job Title Dir. of Division of Marketing

Address FL 10 The Capitol
Street

Phone 850 617 7700

Tallahassee FL 32301
City State Zip

E-mail susan.nardizzi@freshfromflorida.com

Speaking: For Against Information

Representing FL Dept. of Agriculture & Consumer Services

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

THE FLORIDA SENATE
APPEARANCE RECORD

(Deliver BOTH copies of this form to the Senator or Senate Professional Staff conducting the meeting)

10-9-13

Meeting Date

Topic FOOD, NUTRITION + WELLNESS

Bill Number TAB 3
(if applicable)

Name ROBIN SAFLEY

Amendment Barcode _____
(if applicable)

Job Title DIVISION DIRECTOR

Address 600 S. CALHOUN DR.
Street

Phone _____

City

State

Zip

E-mail _____

Speaking: For Against Information

Representing FLORIDA DEPARTMENT OF AGRICULTURE + CONSUMER SERVICES

Appearing at request of Chair: Yes No

Lobbyist registered with Legislature: Yes No

While it is a Senate tradition to encourage public testimony, time may not permit all persons wishing to speak to be heard at this meeting. Those who do speak may be asked to limit their remarks so that as many persons as possible can be heard.

This form is part of the public record for this meeting.

CourtSmart Tag Report

Room: EL 110

Case:

Type:

Caption: Senate Appropriations Subcommittee on General Government Appropriations

Judge:

Started: 10/9/2013 1:02:45 PM

Ends: 10/9/2013 2:59:45 PM

Length: 01:57:01

1:02:46 PM Meeting called to order
1:03:14 PM Chmn. Hays
1:05:17 PM TAB 1 - Mike Sparks, Florida Citrus Mutual
1:12:17 PM Sen. Bradley
1:14:00 PM Sen. Soto
1:16:35 PM Dr. Harold Browning, CEO, Citrus Research and Development Foundation
1:37:56 PM Chmn. Hays
1:44:02 PM Sen. Thompson
1:44:30 PM Sen. Stargel
1:51:23 PM Chmn. Hays
1:51:44 PM Sen. Joyner
1:53:19 PM Commissioner Putnam
2:12:08 PM Sen. Stargel
2:12:51 PM Sen. Soto
2:16:05 PM Sen. Dean
2:22:29 PM Sen. Hays
2:22:34 PM Sen. Bradley
2:27:51 PM Sen. Stargel
2:28:18 PM Mr. Browning
2:28:33 PM Sen.Thompson
2:30:09 PM TAB 2 - Susan Nardizzi, Div. of Marketing & Development, DACS
2:44:11 PM Chmn. Hays
2:44:22 PM Sen. Bullard
2:45:29 PM TAB 3 - Robin Safley, Food, Nutrition & Wellness, DACS
2:59:19 PM Chmn. Hays



THE FLORIDA SENATE

Tallahassee, Florida 32399-1100

COMMITTEES:
Ethics and Elections, *Chair*
Budget - Subcommittee on General Government
Appropriations
Budget - Subcommittee on Transportation, Tourism,
and Economic Development Appropriations
Community Affairs
Environmental Preservation and Conservation
Rules
Judiciary
Appropriations
Select Committee on Gaming

SENATOR JACK LATVALA
20th District

October 9th, 2013

The Honorable Senator Alan Hays, Chairman
Senate Committee on General Government Appropriations
201 The Capitol
404 S. Monroe Street
Tallahassee, FL 32399-1100

Dear Chairman Hays:

I respectfully request to be excused from the meeting of the Committee on General Government Appropriations, which is scheduled to convene on Wednesday, October 9th, 2013.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jack Latvala", written over a horizontal line.

Jack Latvala
State Senator
District 20

A handwritten signature in black ink, appearing to read "Approved Alan", written in a cursive style.

REPLY TO:

- 26133 U.S. Highway 19 North, Suite 201 Clearwater, FL 33763 (727) 793-2797
- 408 Senate Office Building, 404 South Monroe Street, Tallahassee, Florida 32399-1100 (850) 487-5020

Senate's Website: www.flsenate.gov

Don Gaetz
President of the Senate

Garrett Richter
President Pro Tempore