

Fresh Produce & Floral Council

WHO: The Fresh Produce & Floral Council is a membership Association comprised of companies involved in and having an interest in dealing with the fresh produce and floral industries. Members include those involved with growing, shipping, wholesaling, brokering, distributing or retailing of produce and/or floral items. Members are also involved with foodservice, allied industries, commodity groups or other associations.

WHAT: We are a non-profit, voluntary organization that communicates industry and product information to consumers, educators and the general public, and provide a platform for members to be able to network within the association.

WHERE: Our headquarters office is located at:
16700 Valley View Avenue; Suite 130 - La Mirada, CA 90638
Phone: (714) 739-0177 Fax: (714) 739-0226 Website: www.fpfcc.org

WHEN: The FPFC was founded in 1965 and continues to grow in member numbers and public identity.

WHY: Join or renew your membership today to enjoy the following benefits and more...
Networking: Membership Luncheons, Golf and Bowling Tournaments, etc. Lunches in Southern and Northern California; Phoenix, Arizona
FPFC Produce Expos: Annual exhibitions and seminars promoting information to retail and foodservice professionals.
Produce & Floral Tours: Tours to growing, packing and shipping operations.
Publications: The **Fresh DIGEST**, our bi-monthly trade magazine for retail and foodservice decision-makers nationwide, *Issues in Food Safety* and *Fresh Facts*.

Fresh DIGEST READERSHIP

WHO READS THE *Fresh* DIGEST?

The *Fresh DIGEST* is read by **5,000+ industry professionals** throughout the United States. They include:

RETAILERS • The vice-presidents of produce and floral, the produce supervisors, managers, merchandisers and/or directors of virtually every major retail chain across the country receives the *Fresh DIGEST*. More than **80 percent** of our readers are directly involved in buying and selling fresh fruits, vegetables and floral products.

FOODSERVICE • We have added hundreds of foodservice companies to our subscriber list. The *Fresh DIGEST* gets in the hands of the foodservice buyers you are trying to target.

BROKERS & WHOLESALERS - GROWERS & SHIPPERS • By reading the *Fresh DIGEST*, this vital segment of the produce industry keeps in touch with what's going on.

EDITORIAL • The editorial content of the *Fresh DIGEST* generally reflects issues concerning the Western U.S., primarily the important California marketplace.

The *Fresh DIGEST* is the official publication of the **Fresh Produce & Floral Council.**

It is read by the

Retail

Foodservice

Wholesale

Growers & Shippers

Decision-Makers

you Covet!

See for yourself why people are reading the *Fresh DIGEST* and experience for yourself the reason so many companies are choosing the *Fresh DIGEST* to convey their advertising message. Start an advertising campaign in the *Fresh DIGEST* TODAY!

To Advertise please contact Tom Fielding

P 818.563.2228 F 818.563.2722 E tomfielding1@mac.com

Fresh DIGEST EDITORIAL CALENDAR **2009**

DECEMBER 2008/JANUARY 2009

EDITORIAL EMPHASIS:

California and Texas **Citrus**

HOTTEST Produce Items For 2009!

Special Feature: The Nogales - Los Angeles Connection

FEBRUARY/MARCH 2009

EDITORIAL EMPHASIS:

CA and Texas Onions • Desert Production • **CA Avocados**

Southern California and Mexico Strawberries

Special Feature: Sustainability

Distributed at FPFC Northern California EXPO

Distributed at FPFC Northern California Luncheon

Distributed at New England Produce Council EXPO in Boston, MA

APRIL/MAY 2009

EDITORIAL EMPHASIS:

Commodities: **CA Avocados** • **No. Cal Strawberries** • **Mangos**

Special Focus: Packaged Produce • **Focus On: Greenhouse Products**

Distributed at United Fresh Marketplace & FreshTech - Las Vegas

CPMA in Toronto, Canada

JUNE/JULY 2009

EDITORIAL EMPHASIS: Commodities: **CA Summer Fruit** • **CA Grapes**

Special Focus: Los Angeles Market Scene

Distributed at FPFC EXPO in Anaheim, California

Distributed at PMA Foodservice Show in Monterey, California

Distributed at FPFC/City of Hope Luncheon

AUGUST/SEPTEMBER 2009

EDITORIAL EMPHASIS

FPFC BUYERS GUIDE

Special Focus: Bay Area Market Scene

Commodities: **Peruvian Asparagus** • **Northwest Pears**

CA Apples • **Mushrooms**

Distributed at FPFC Northern California Luncheon

OCTOBER/NOVEMBER 2009

Commodities: **Pomegranates** • **Chilean Avocados** • **WA Apples**

Allied: Retail Produce Packaging

Special Feature: Southern California Produce

Distributed at PMA Convention in Anaheim, California

Distributed at FPFC Member Luncheon and Charity Auction

Fresh DIGEST RATES & SPECS

RATES • EFFECTIVE October 1, 2008

Black and White Space Rate Only

	<i>1X Rate</i>	<i>3X Rate</i>	<i>6X Rate</i>
Full Page	\$1,500	\$1,400	\$1,280
2/3 Page	\$1,250	\$1,150	\$1,000
1/2 Page	\$ 975	\$ 900	\$ 800
1/3 Page	\$ 625	\$ 575	\$ 525

COLOR

1 Color- \$300
2 Color- \$500
4 Color- \$750

COVERS

Inside Front - \$2,500.00
Inside Back - \$2,350.00
Back Cover - \$2,500.00

COMMISSIONS & DEADLINES

Fifteen percent commissions are paid to recognized advertising agencies. Commissions are not paid on production and mechanical charges.

MECHANICAL SPECIFICATIONS

Trim Size	8.5 x 11 Inches
Bleed Size	8.75 x 11.25 Inches
Full Page	7 x 10 Inches
2/3 Page	4.5 Inches X 10 Inches
1/2 Page Island	4.5 x 7.5 Inches
1/2 Page Horiz.	7 x 5 Inches
1/3 Page Vert.	2.12 x 10 Inches
1/3 Page Square	4.5 x 5 Inches
1/3 Page Horiz.	7 X 3.25 Inches

Electronic Files: Please use Quark, PageMaker, Photoshop, Illustrator or In-Design. Ads can be e-mailed to an FTP site.

GENERAL INFORMATION

Contract period is 6 consecutive issues. We reserve the right to exclude any advertisement which, in the publisher's opinion, does not conform to the standards of the publication. All advertisements are accepted and published upon the representation that the agency or advertiser is authorized to publish the entire contents or subject thereof. When a contract for advertising at frequency rates is canceled, the advertiser will be billed at the open rate frequency applicable to the quantity of space used. Payment of ad is due 30 days from date of billing.

Fresh DIGEST INFORMATION

- *Fresh* DIGEST • Published bi-monthly

- Sectionalized Topics include:

SECTIONS:

RETAIL • WHOLESALE • FOODSERVICE
COMMODITIES • ETHNIC MARKETING • GROWING
DISTRIBUTION • NEW PRODUCTS • ALLIED • FLORAL

- **Advertising Deadlines: 2009**

Issue	Space Deadline	Materials Deadline
December/January	November 28, 2008	November 29, 2008
Feb/March 2009	January 31, 2009	February 7, 2009
April/May 2009	March 31, 2009	April 7, 2009
June/July 2009	May 31, 2009	June 7, 2009
August/Sep 2009	July 23, 2009	July 30, 2009
October/Nov 2009	September 8, 2009	September 14, 2009
December/January	November 23, 2009	November 30, 2009

- About The *Fresh* DIGEST Staff

Editorial: Tim Linden has written about the produce industry for more than 30 years and has been editor of the *Fresh* DIGEST for 21 years.

Advertising: For the past 20 years, Tom Fielding has been marketing director and writer for the *Fresh* DIGEST and can answer all of your advertising questions.

- The *Fresh* DIGEST

Mailing, Fax, Phone & E-Mail Info:

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