

# PENNSYLVANIA VEGETABLE MARKETING AND RESEARCH PROGRAM

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## “Simply Delicious” Point of Purchase Materials

The Vegetable Program offers the following selection of point-of-purchase items. Each grower is allowed a credit equal to 50% of their assessment payment for the year up to a maximum credit of \$25 in ordering point-of-purchase materials. If you wish to order more than your credit allowance, you may do so by paying for the additional items.

- **PA Produce Month promotional kit** - one 18" x 24" poster, six 8.5" x 11" posters, and twenty 7" x 11" price cards – all with the “Simply Delicious, Simply Nutritious” logo in full color (\$2, limit 3 per grower while supplies last);
- **PA Produce Month graphics CD** – a CD with graphics for use by markets in print advertising (\$0.50, limit 1 per grower);



- **Restaurant Sign** – an 8.5" x 11" poster with the the text “ We serve Fresh, Local” above the “Simply Delicious, Simply Nutritious” logo in full color. (\$0.50)

- **"Simply Delicious" banner** - a 2' x 4' heavy vinyl banner with hemmed edges and grommets in the corners featuring the "Simply Delicious" logo in full color (\$1 value, each);

- **"Simply Delicious" bin wrap** - 30" x 16' white plastic sheet with logo in full color repeated 4 or 5 times (\$1 value, each);

- **"Simply Delicious" roadside sign** - 24" wide x 18" high white corrugated plastic sign with wire posts with the “Simply Delicious” logo across the top on both sides. (\$11.00 value, each);

- **crop or message stickers** -- for roadside signs above or other signs, 3.75" high x 15" long, crops/messages available are: Sweet Corn, Tomatoes, Peppers, Asparagus, Green Beans, Cantaloupe, Watermelons, Strawberries, Pumpkins, Fall Crops, Organic, Just Ahead, Farm Fresh, a directional arrow and a blank sticker (so you can enter your own message with a wide-tip marker) -- remember to order at least two stickers for each sign --one for each side (\$0.50 value, each);



- **clip-on price cards** – 3" x 4" plastic holders with a clip (they are actually name badges like those used at conventions) with changeable insert cards printed with the “Simply Delicious, Simply Nutritious” logo in color for prices (\$6.00 value, pack of 10)

- **price cards** - 5 1/2" x 7" vinyl cards with the "Simply Delicious" slogan and logo across the bottom in full-color, (\$5 value, pack of 10);

- **price paddles** – tapered vinyl paddles with the "Simply Delicious" slogan and logo across the top in full-color especially designed to stick in produce displayed in baskets or other containers; available in two sizes – small are 9" long and large are 12" tall; (\$5-6 value, pack of 10);

- **large stickers** - oval stickers (0.875" x 1.75") with the text "Pennsylvania Produce Simply Deli-cious" in red and green for use on melons or signs to identify produce as being locally grown (\$3 value, roll of 500);
- **price stickers** - oval stickers (0.9375" x 2") with the text "PA Produce Simply Delicious" in red and green with room in the middle to price larger produce items (\$4 value, roll of 500);



- **"Simply Delicious, Simply Nutritious" tee shirts** – sand colored tee shirts of 50% cotton/50% polyester material with logo printed in full color on the front (\$8.50 value – each);
- **"Simply Delicious, Simply Nutritious" aprons** – heavy khakai aprons with three 8" deep pockets with logo printed in full color on the front - (\$12.00 value – each);
- **"Simply Delicious" hats** - white hat with green bill with logo embroidered in full color on front (\$7.50 value - each);

- **"Pennsylvania Vegetables - Your Key to Good Nutrition" brochures** - a revised full-color consumer brochure that lists nutritional, selection, storage and seasons of availability information for most major Pennsylvania vegetable crops (\$5 value, 2 packs of 50);
- **"Fun and Healthy Facts About Pennsylvania Vegetables"** - an educational brochure for children about the nutritional value of vegetables, the edible plant parts of vegetables (seeds, stems, fruits, etc.) and Pennsylvania vegetable acreage statistics (\$5.00 value, pack of 100);



- **recipe cards** - sixteen different vegetable recipes with full color pictures on attractive 3" x 5" cards, (\$10 value - 16 packs of 50 each);
- **recipe card display rack** - unfinished wood with slots for sixteen different recipes (\$15 value, each).

Questions call 717-694-3596 or email [pvmrp@embarqmail.com](mailto:pvmrp@embarqmail.com).