

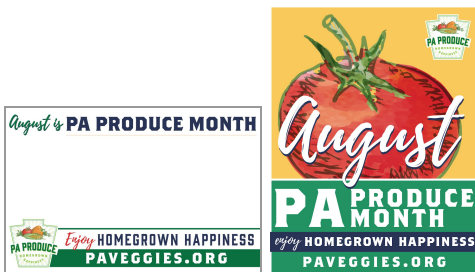


2020 Point of Purchase Materials

The Vegetable Program is offering 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 the additional amount due.



“PA Preferred” “Fresh Local Vegetables” Banner - a 2’x4’ heavy vinyl banner with grommets in the corners featuring a full color picture of produce with the headline “Fresh Local Produce”; and the “PA Preferred” logo in full color. Growers must be licensed members of the “PA Preferred” program to order this banner. (\$14.00 value, each)



PA Produce Month Promotional Materials Kit - two large posters 18” x 22” and a tablet of 20 price cards 7” x 11” in full color. (\$2.00 value, per kit)



PA Produce Month Small Posters - six small posters 8.5” x 11” in full color. NOTE: 6 small posters are automatically shipped at no additional cost with all POP orders received before August. (\$0.50 value, per pack of 6)



“PA Produce” Roadside Sign - 18” wide x 24” high white corrugated plastic sign with wire posts with the new “PA Produce” logo and “Buy Local” across the top on both sides. (\$10.00 each)



Crop or Message Stickers - for roadside signs, 3.75” high x 15” long, please see the POP order form for available crops/messages; remember to order at least two stickers for each sign --one for each side. (\$0.50 each)



Price Cards - 5 ½”x7” vinyl cards with “PA Produce” logo and “Buy Local” tagline in full- color with a dry-erase finish. (\$4 pack of 10)



Clip-on Price Cards - 3” x 4” plastic holders with a clip (like name badges used at conventions) with changeable inserts printed with the “PA Produce” logo in color for prices. (\$7.00 value, pack of 10)



PENNSYLVANIA VEGETABLE MARKETING & RESEARCH PROGRAM

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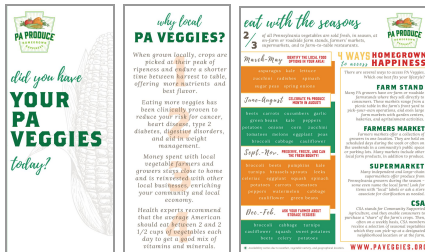


Price Stickers - oval stickers (0.9375" x 2") with the text "PA Produce" " in green with room in the middle to price larger produce items. (\$6.50 roll of 500)

Price Paddles - tapered vinyl paddles with large "LOCAL" label and PA Veggies logo at the top in full-color; designed to stick in baskets or other containers; available in two sizes: small are 9" tall and large are 12" tall; (\$5 value, pack of 10); also available are large price paddles with the "PA Preferred" logo at the top; growers must be licensed members of the "PA Preferred" program to order the "PA Preferred" price paddles.



"Fun and Healthy Facts About Pennsylvania Vegetables" Student Activity Cards - an educational card for children with statistics and the nutritional value of vegetables. (\$4.00 pack of 50)



"Did You Have Your PA Veggies Today?" Brochures - these consumer brochures encourage consumers to buy local vegetables and list seasons of availability. (\$3.00 value, pack of 50)



"How to Use" Cards - 3" x 5" cards featuring less well-known crops with tips and recipes. Come in tablets of 50 cards for easy display with produce. Please see the POP order form for available crops. (\$1.50 tablets of 50 sheets each)

Restaurant Sign - an 8.5" x 11" poster with text indicating the restaurant uses fresh Pennsylvania vegetables - in full color. (\$1.00 value, each)



Growers who are part of the PA Preferred program are eligible to receive free point-of-purchase materials from the Department of Agriculture - including small and large price paddles, plant stakes, plant tags, stickers, seasonal calendars, roadside signs, banners posters, and more. **For information on becoming a member of the PA Preferred program and ordering these materials, call 717-705-9511 or go to www.papreferred.com.**