

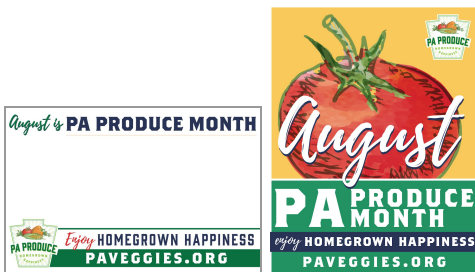


## 2020 Point of Purchase Materials

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)

