



# PENNSYLVANIA VEGETABLE MARKETING & RESEARCH PROGRAM

2301 NORTH CAMERON STREET, HARRISBURG, PENNSYLVANIA 17110-9405

717.694.3596

## 2019 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.

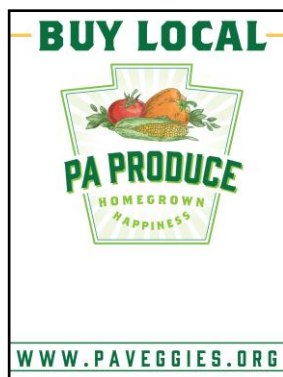
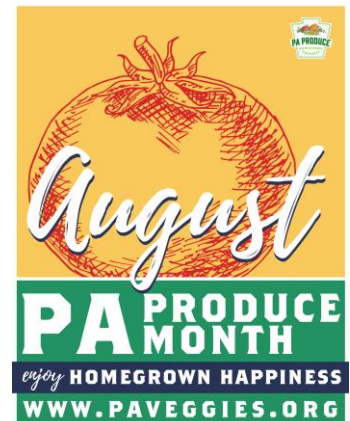


"PA Preferred" "Fresh Local Vegetables" banner - a 2' x 4' heavy vinyl banner with grommets in the corners featuring a full color picture of produce with the headline "Fresh Local Produce" and the "PA Preferred" logo in full color. Growers must be licensed members of the "PA Preferred" program to order 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. (\$0.50 value, per pack of 6 - NOTE: 6 small posters will automatically be shipped at no additional cost with all POP orders received before August.)

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

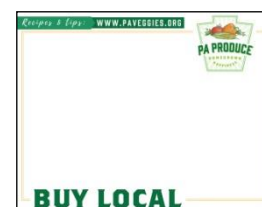


"PA Produce" Roadside Sign - 18" wide x 24" high white corrugated plastic sign with wire posts with the new "PA Produce" logo and "Buy Local" across the top on both sides (\$10.00 value, each).

**Crop or Message Stickers** -- for roadside signs above/right 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 "PA Produce" logo in color for prices (\$7.00 value, pack of 10)

**Price Cards** - 5 1/2" x 7" vinyl cards with the "PA Produce" logo and "Buy Local" tagline in full-color with a dry-erase finish, (\$4 value, pack of 10).





**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 value, roll of 500);

**"Fun and Healthy Facts About Pennsylvania Vegetables" Student Activity Cards** - an educational activity card for children about the nutritional value of vegetables and Pennsylvania vegetable acreage statistics (\$4.00 value, 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 KALE**

- Kale cooks down dramatically so be sure to buy plenty.
- Store unwashed in an airtight container in the coldest part of the refrigerator for up to 3 to 4 days.
- To perk up limp leaves, trim the base of the stems and soak in lukewarm water.
- Thoroughly wash leaves and trim off stems and tough midribs.
- Blanching for 1 or 2 minutes in boiling water reduces bitterness and softens thick greens. Drain immediately and then run under cold water. Instead of blanching, kale can also be microwaved in a covered dish for 4 to 7 minutes.
- Blanched kale can be sautéed in a small amount of oil or stock and served like spinach or other greens.
- Kale can also simmered, covered, in a seasoned broth for 10 minutes or more or simply steamed for several minutes until wilted.
- Chopped, cooked kale can be mixed with grains such as rice or barley or added to soups, stews, beans or pasta sauces.
- Blend a few young chopped leaves without the stems into fruit smoothies.

**How to Use Information Cards** - 3" x 5" cards on less well-known crops in tablets of 50 cards for easy display with the produce - cards are available for the following crops: Beets, Eggplant, Kale, Leeks, Spaghetti Squash, Summer Squash, Swiss Chard, Turnips and Winter Squash. (\$1.50 value - tablets of 50 sheets each)

**"Fresh Local Vegetables" Tee Shirt Bags** - these white, disposable (but recyclable) plastic grocery shopping bags are 12" x 7" x 23" and 18 microns thick. There is currently only a **very** limited supply of these available. Call 717-694-3596 for availability and pricing with shipping. You cannot use your assessment credit towards these bags.

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

## PA PREFERRED™ POINT-OF-PURCHASE MATERIALS



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 ordering these materials, call 717-705-9511 or go to [www.papreferred.com](http://www.papreferred.com).

The PA Preferred program is the Pennsylvania Department of Agriculture's branding program for all agricultural products produced in the state. The brand has been established permanently by the General Assembly so it will remain the same from administration to administration.

The Department continues to work at building recognition for the PA Preferred logo and brand with advertising, social media and other public

relations efforts as funding allows.

Individual growers play a very important part in that process by being licensed to use the PA Preferred logo on their products and in their markets. In order to better protect the integrity of the PA Preferred brand, the Department does require individual producers to be licensed to use the PA Preferred logo on their products and in their markets. There is no cost for the license; it simply requires growers to certify that the products they use the logo on are actually produced in Pennsylvania.

Growers who are interested in ordering PA Preferred point-of-purchase materials like price paddles or who have any questions about becoming a member should contact Ashlee Dugan at 717-705-9511 or [asdugan@pa.gov](mailto:asdugan@pa.gov).