



# PENNSYLVANIA VEGETABLE MARKETING & RESEARCH PROGRAM

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## 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 the additional amount due.

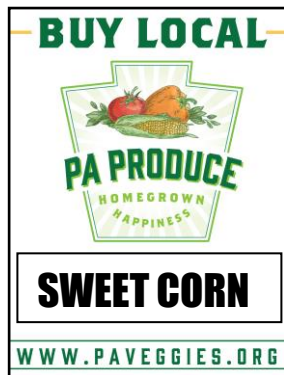
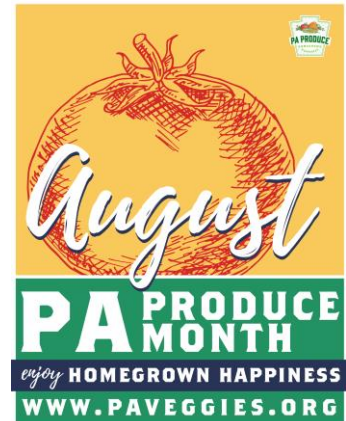


**"PA Preferred" "Fresh Local Vegetables" banner** - a 2' x 4' heavy vinyl banner with grommets in the corners featuring a full color picture of produce with the headline "Fresh Local Produce" and the "PA Preferred" logo in full color. Growers must be licensed members of the "PA Preferred" program to 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)



**Price Paddles** – 9” high (small) and 12” high (large) trapezoid-shaped vinyl cards with the “PA Produce” logo and “Local” tagline in full-color with a dry-erase finish on the upper half (small – \$4 value, pack of 10; large – \$9 value, pack of 10)

**“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)

**Seasonal Recipe Guide Brochure** – these consumer brochures contain four vegetable recipes and a seasons of availability chart (\$5.00 value, pack of 50)

**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)

**Tee-Shirts** – kakai, cotton/polyester blend tee-shirts with the “PA Produce” logo in color on the front in medium, large, extra large and extra extra large men’s sizes ( \$10 value, each)

**Aprons** – market aprons with the “PA Produce” logo in color on the front, available as a tan all cotton full bib apron or as a kakai cotton/polyester blend waist apron (\$15 value, each)

**Hats** – green front and bill with kakai mesh back with the “PA Produce” logo embroidered on the front (\$10 value, each)

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

