



2002 Massachusetts Fruit Growers' Advertising-Cost-Share Program

The Massachusetts Fruit Growers Association (M.F.G.A.) recently received a marketing grant from the Massachusetts Department of Food Agriculture as part of the Specialty Crops Grant Program from USDA. Money was received for M.F.G.A. web site (www.massfruitgrowers.org) improvements, a printed promotional piece, and research and education at the UMass Cold Spring Orchard Research & Education Center. A total of \$20,000 in funding will be used to provide 50% of the cost of print advertising for M.F.G.A. member farms. A maximum of \$500 will be spent active member, and a minimum of \$4,000 per month will be allocated from July through November.

Guidelines for cost sharing are as follows:

1. Applicants must be ACTIVE (\$200/year) members of M.F.G.A. and be from Massachusetts.
2. Ads must prominently feature the Massachusetts Grown and Fresher (or new M.F.G.A. logo incorporating the Massachusetts Grown and Fresher logo, when available) on at least 20% of the ad space.
3. Ads must be for Massachusetts-grown tree fruit (apples, pears, peaches, plums, cherries, etc.) or related products (cider, jams, etc.).
4. Cost sharing is available for newspaper advertisements only.
5. Applicants must submit copies of ads along with copies of UNPAID bills for ads. M.F.G.A. will send a check for 50% of the ad cost back to the grower; however, checks will be made out to the newspaper and NOT to the grower. M.F.G.A. is prohibited from reimbursing growers but must instead write checks payable to newspaper companies.
6. Applications for advertising cost-sharing, copies of ads, and bills must be submitted to M.F.G.A., PO Box 9632, North Amherst, MA 01059-9632. Payments will be mailed out as the applications are received. Please indicate what date(s) the ad will run.
7. Once \$4,000 has been mailed for ads placed in each of the five months, no additional cost-sharing will be provided for ads placed in that month. Cost-sharing is on a first-come, first-served basis each month. This approach will insure that cost-sharing dollars will be available all season. If all of the money allocated for each month is not used, it will rollover to the next month.
8. Growers are limited to a total payment of \$500 for ads placed in 2002. If funding is sufficient, this limit may be raised upon review.

APPLICATION FOR ADVERTISING COST SHARING

Name _____

Address _____

Submit along with copies of ads and UNPAID bills to
M.F.G.A., PO Box 9632, North Amherst, MA 01059-9632 as soon as they are available.
Cost sharing is available on a first-come, first-served basis each month.
Questions? Call (413-545-2963) or e-mail (autoio@pssci.umass.edu) Wes Autio
<http://www.massfruitgrowers.org>