



2003 Mass. Fruit Growers' Advertising-Cost-Share Program

In 2002, the Massachusetts Fruit Growers' Association, Inc. (M.F.G.A.) received a marketing grant from the Massachusetts Department of Food & Agriculture as part of the Specialty Crops Grant Program. Money was received for M.F.G.A. website (www.massfruitgrowers.org) improvements, a printed promotional piece, research and education at the UMass Cold Spring Orchard Research & Education Center, and advertising cost sharing. A total of \$20,000 was allocated to provide 50% of the cost of print advertising for member farms. All moneys were not spent in 2002, so we are continuing the program for 2003. A maximum of \$1,000 will be spent per active member.

Guidelines for advertising cost sharing are as follows:

- Applicants must be ACTIVE (\$200/year) members of M.F.G.A. and be from Massachusetts.
- Ads must prominently feature the new M.F.G.A. logo (see the top of this page – an electronic version is available on the website: <http://www.massfruitgrowers.org/mfgalogo.jpg>).
- Ads must be for Massachusetts-grown fruit or related products (cider, jams, etc.).
- Cost sharing is available for newspaper advertisements only.
- 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 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.
- Applications for advertising cost sharing, copies of ads, and bills must be submitted to M.F.G.A., P.O. 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.
- Cost-sharing is on a first-come, first-served basis.
- Growers are limited to a total payment of \$1,000 for ads placed in 2003. If sufficient funding is available, 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., P.O. Box 9632, North Amherst, MA 01059-9632 as soon as they are available.

Cost sharing is available on a first-come, first-served basis.

Questions? Call (413-545-2963) or e-mail (autoio@pssci.umass.edu) Wes Autoio.

<http://www.massfruitgrowers.org>