

Industry Updates

Wildflowers

Wildflowers can add a little variety in your garden. Many wildflowers give off beautiful displays of color that are showy and enticing. These little plants are also great for our Florida pollinators. All you need to do is make sure your garden receives four to six hours of sunlight daily in order to create the perfect habitat for Florida wildflowers. You can start with seeds or containers, and don't forget to water! Starting from a seed will take a little longer, but the results will be just as lovely as if using seedlings or plants. Also, make sure to position smaller plants at least 18 inches apart for growth, and for the taller flowering plants make sure to plant them two to three feet apart.



Beautiful wildflower displays are now being planted along scenic routes for the enjoyment of travelers on Florida's roadways. These native, brilliantly colored plants help with erosion as well as enhance the natural view along the way. You can find out more about some

of these eye-catching roadways at the following websites:

- www.flawildflowers.org
- www.floridatrail.org
- www.dep.state.fl.us/secretary/watman
- www.floridastateparks.org

The website www.plantatlas.usf.edu is an encompassing database that is an excellent resource for plant identification. Also, a new brochure is in the making that will guide residents and visitors to the best of the Panhandle's native wildflowers. For more information, check out www.flawildflowers.org.

Many have seen the Florida license plates with a beautiful wildflower displayed on them. Purchases go to support the Florida Wildflower Foundation.

For more information, visit www.flawildflowers.org/buy_it_here.php.



Chef Justin's Hot Florida Sunshine Citrus Tea is a Winter Warmer

When the weather is chilly outside, there is nothing like a hot cup of citrus tea to warm you up and put a smile on your face. This recipe was developed as a way to incorporate Florida citrus into a hot drink where people could taste a little Florida sunshine on a cold day. Having served this at several events, it quickly became a hit, and almost everyone requested the recipe. We hope that you enjoy serving Hot Florida Sunshine Citrus Tea at your next event.

Hot Florida Sunshine Citrus Tea

Yield: 4 Servings

Ingredients

- 8 teaspoons instant green tea powder or to taste
- 4 cups water
- 2 cups Florida orange juice
- 4 teaspoons Florida honey or to taste
- 1 stick cinnamon
- 1 Florida orange, cut into slices for garnishing

Preparation

In a medium-sized stock pot, bring the water to a boil. Add tea powder and stir to dissolve. Add orange juice, honey and cinnamon stick, stirring to combine. Taste and adjust seasoning with tea powder and honey. Bring back to a boil then turn down to warm. Serve hot tea in a warm mug and garnish with sliced orange.

Florida's County and Agriculture Fairs

Florida's fairs and livestock exhibitions are more than just fun, they're educational too – showcasing the past, present and future of Florida agriculture. They include games, entertainment, and youth livestock shows. They bring out the best in tomorrow's farmers with 4-H and FFA livestock competitions as well as a variety of other exhibits, displays and demonstrations. In addition to Florida's county fairs, agriculture shows such as The

Florida State Fair, The Florida Strawberry Festival, and various animal expositions occur around the state regularly.

In these tough economic times, agricultural businesses can capitalize on heavy foot traffic at these events. With the ability to gain insight, further develop and sell their products, agriculture businesses can benefit greatly from participating in local county or agricultural fairs.

Florida Agricultural Promotional Campaign members are uniquely positioned to take advantage of the public's recognition of the "Fresh From Florida" logo. Many grocers carry produce using the "Fresh From Florida" logo, conditioning the general public to notice its use outside of produce as well. Fairs and agriculture shows are the perfect places to expand your business and introduce your products to locals.

Vendors can see a list of agriculture fairs and livestock shows, as well as find contact information for available booth space at www.florida-agriculture.com/consumers/fairs.htm.

