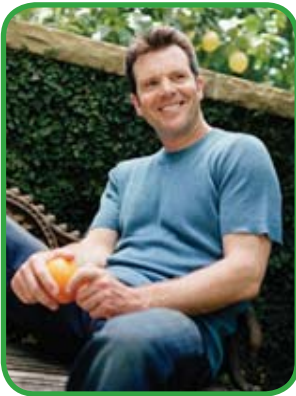


citrus commission

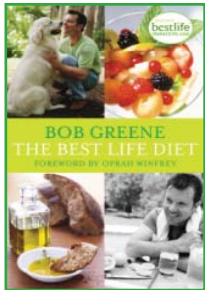
Jan. 17, 2007

MEETING SUMMARY

Florida Grapefruit Creating Buzz in the Media



Florida grapefruit’s partnership with The Best Life Diet is underway and the publicity for the best-selling book has been extensive. Leigh Killeen, the FDOC’s deputy executive director of marketing, told the Commission that the author of the book, Bob Greene, recently appeared on the Oprah show and his national publicity tour in the coming weeks will have him crisscrossing the country doing additional newspaper, television and radio interviews. Greene is an avowed fresh grapefruit lover and in his book he singles out the health and wellness benefits of grapefruit. He is expected to promote fresh Florida grapefruit during his media tour. As part of the program, the FDOC is set to launch its own media relations efforts to piggyback on



The Best Life Diet’s groundswell of publicity. It includes press releases, a national recipe contest and exhibiting at health expos. Growers and shippers can also participate. Shippers will be able to display the BestLife seal of approval on bag headers and stickers placed right on the fruit. Ad slicks and bin stickers are also available through the FDOC. Several large food companies such as General Mills and Unilever are already placing the seal of approval on food products including Progresso soup, Cheerios and Yoplait yogurt.



Department Seeking Support from Legislature

FCC Chairman Steve Ryan and FDOC Executive Director Ken Keck recently returned from Tallahassee after a series of meetings with legislators and Gov. Charlie Crist’s budget team. Keck categorized the meetings as “positive.” During the 2007 legislative session, the FDOC will ask the Governor and the Legislature to support priorities and fund gaps identified by the citrus industry in both research and marketing. The total 2007 request is for \$18 million, of which \$5 million will be on a recurring basis. On the research side, the recurring \$5

million will help scientists gain a better understanding of the greening and canker bacteria with the goal of eradicating the devastating diseases. In addition to research, however, the FDOC is requesting that the state of Florida contribute \$13 million. Strong marketing is necessary to create demand for Florida citrus products and keep prices to growers high, Keck said. He said the state’s \$13 million appropriation, plus \$27 million from existing grower taxes and \$6 million from the federal government, will allow the FDOC to craft effective

citrus marketing programs and reduce the tax burden on growers who are spending more to battle pests and disease. Commissioner Mike Carrere said the citrus industry is important to Florida’s economy and that point is not lost on the Governor or the Legislature. “It’s competitive up there but we think we have a unique story to tell,” he said. Keck encouraged everyone who interacts with our state leaders to urge them to support an industry that has touched the lives of tens of millions of Floridians.

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Committee to Discuss OJ Marketing Order

FCC Chairman Steve Ryan will appoint a seven member exploratory committee over the next month to investigate the pros and cons of creating a federal research and marketing program for processed oranges. The committee will be announced at the next Commission meeting on February 21. The committee will look into whether a federal program could help minimize or eliminate the “free rider” issue while still promoting Florida orange juice. “There are more questions than answers,” said Ryan. “The industry should expect a deliberate committee that will not rush to judgement on any aspect of its charge.” The committee is expected to have its initial meeting sometime in the next two months.

OJ Revenues Up for the Latest Nielsen Period

Despite higher prices, total orange juice revenue was up four percent to \$298 million for the four-week period ended December 23, 2006. Prices increased 17 percent season-to-date which caused total OJ gallon sales to drop

11 percent for the period, according to ACNielsen. Valerie Barnhardt, the FDOC’s economic and market research analyst, told the Commission one issue with the higher prices is that less OJ is being sold on promotion. For

the four-week period, Nielsen reported 25 percent of the OJ sold on promotion, which is the lowest percentage in recent years. For additional ACNielsen data visit http://www.floridajuice.com/industry_market_acn.php

Retailers Will Promote OJ as Healthy Beverage

Starting in late March almost 2,000 Wal*Mart Supercenters will carry the OJ health and wellness message on blood pressure machines located in each store’s pharmacy. The messages will be posted on Lifeclinic machines and will tout the heart healthy benefits of OJ. The FDOC expects 22 million consumers to use the blood pressure machine during the two-month period which will conclude in May. Another 50 million “pass-bys” are expected. At the end of the test program, the Department will be able to measure whether the promotion increased OJ sales. As part of another retail program, 122 Hannaford Bros. stores will stock coolers with orange juice next to designated “health and wellness” checkout aisles. The special aisles are free of candy and sweet snacks. OJ health and wellness brochures will also be placed on top of the coolers. From February to April, Publix Super Markets Inc. plans to place those same brochures near orange juice coolers located in the produce section at the chain’s 886 stores.



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Gift Fruit Program Comes to a Close

The FDOC’s gift fruit program wrapped up in late December after generating almost 11.1 million impressions through an extensive media relations tour across Florida that included both television and radio promotions. During the three month program, Jorj Morgan and Peggy Post, the Florida gift fruit spokespeople, did interviews with dozens of media outlets promoting the benefits of fresh Florida citrus including WFLA in Tampa, WPTV in West Palm Beach, the Tampa Tribune, Miami Herald and the Orlando Sentinel.



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