

# citrus commission

April 18, 2007

## MEETING SUMMARY



### GolinHarris Selected As FDOC PR Agency

Three public relations agencies shared capabilities and program ideas with the Commission for consideration to be the next FDOC public relations agency of record. The Commission voted following the global and domestic presentations from APCO Worldwide and the GolinHarris and the domestic presentation from Fleishman-Hillard. The incumbent, GolinHarris, was awarded both the international and domestic contracts.

### Details Into 2007-2008 Planning Unveiled

FDOC staff and agencies are in the midst of planning for 2007-08 and Leigh Killeen, the FDOC's deputy executive director of marketing, offered the Commission some details on the data used to help formulate program plans for the year. Lance Miceli of The Richards Group reported that research shows competition from bottled water, sports drinks and performance energy drinks will continue and even accelerate in the future. The sheer number

of beverages competing for "share of stomach" only adds to confusion in the marketplace. Miceli said consumers want simple, smart solutions to their beverage needs. As a result, the FDOC staff will recommend continuing to position orange juice as an easy, nutritious solution. Jim O'Rourke of The Richards Group reported that television is still a primary advertising medium. Research shows despite the presence of DVRs and iPods, the

amount of television that consumers watch is growing. In fact, households watch approximately 8.5 hours of television a day. Key members of the FDOC staff, The Richards Group, The Food Group and GolinHarris will be presenting comprehensive program plans to the FCC in May. A vote on the box tax rates to support the plans will take place in June.

### King Appointed Scientific Research Director

The Commission approved the appointment of Dr. Dan King as the Department's Scientific Research Director at the Citrus Research & Education Center. Dan will assume those responsibilities as Dr. Bill Stinson retires from the FDOC at the end of this fiscal year after 12 years of service. Dan's career in citrus began as a laboratory technician at Lake Alfred's Citrus Experiment Station. He holds a Ph.D. in Plant Physiology from Indiana University, Bloomington. Dan's career includes teaching positions, work in research and production management in the Florida plant tissue culture industry, various positions in citrus processing facilities, as well as five years at Florida Citrus Processors Association. Dan has been with the FDOC since May 2006 when he assumed the responsibility of Special Projects Manager. In that position he worked on the satellite imagery and abscission programs. Dan has also served as staff liaison to the Citrus Harvesting Research Advisory Council.

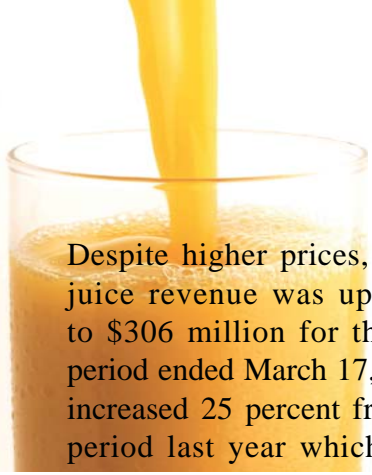


*Dr. Dan King*

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## Orange Juice Revenue Is Up

Despite higher prices, total orange juice revenue was up 9.4 percent to \$306 million for the four-week period ended March 17, 2007. Prices increased 25 percent from the same period last year which has caused

gallon sales to drop 12.7 percent for the period, according to ACNielsen. On the grapefruit juice side, dollar sales were down 2.1 percent for the four-week period ended March 17, 2007. GJ gallon sales decreased 5.8

percent for the period while prices increased 3.9 percent. For additional ACNielsen data visit [http://www.floridajuice.com/gr\\_market\\_list\\_acn.php](http://www.floridajuice.com/gr_market_list_acn.php)

## FCC Expands Catalina Contract

Responding to the present and looming crisis in grapefruit juice consumption, the FCC voted to expand the Catalina coupon program to target new grapefruit juice users. The expanded program is scheduled to begin in late May and run

through June. Retail grocery customers who have not purchased grapefruit juice in over a year, will receive coupons incentivizing them to drink grapefruit juice. The FDOC's current Catalina program targets current and

lapsed grapefruit juice users. A coupon redemption estimate for the expanded program will be available in July. The FDOC will also measure retention of new users.

## Japan Public Relations Programs Underway

A number of marketing programs designed to stimulate fresh grapefruit and grapefruit juice sales in Japan are underway. Mike Yetter, director of international marketing, gave the Commission an update on the programs which include public relations, retail promotions and television advertising. Retail promotions are the cornerstone of the program with 2,693 sampling days through March at various Japanese grocery stores. The goal is 6,000 by the end of the season. The retail promotions effort also entails elaborate grapefruit displays and point

of sale materials. On the advertising front, the FDOC has taken advantage of mallscape media, newspaper and magazine ads and radio station tie-ups promoting fresh grapefruit. On the public relations front, the FDOC has undertaken several programs designed to position fresh grapefruit as a tasty, nutritious food. The effort includes television infomercials and press events featuring "Grapefruit Ambassador" Tomoka Kurotani. All efforts direct consumers to a website dedicated to grapefruit – [www.citrus-fc.com](http://www.citrus-fc.com).



*Tomoka Kurotani  
Grapefruit Ambassador*

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