

Florida Citrus Commission Summary

November 19, 2008

FCC Teleconference Report

This FCC Meeting Report provides a summary from the telephonic meeting.

The Commission asked staff to continue to move forward on a Federal Research and Promotion Order to capture national dollars to be devoted to research, promotion, and information to support the citrus industry.

The Commission discussed the Unified Florida Juice Tax proposal presented during the October 21, 2008 workshop.

The following staff recommendations were discussed and approved:

- Leaving the juice to box equivalency issue for rulemaking, just as it is under the current statute
- Establishing a tax rate of \$.05 per gallon orange juice and \$.10 per gallon grapefruit juice which is roughly the equivalent of the maximums contained in the current statute
- Including storage of processed product as a taxable event just as it is under the current statute
- Changing the statute to include promotion of imported orange juice in addition to the already stated "Florida orange juice" and providing maximum flexibility to the Commission to execute promotion
- Allowing the Commission flexibility to determine how to utilize tax revenues derived from imported processed product during the annual budgetary process

Staff will provide the revised Unified Florida Juice Tax proposal to Florida Citrus Mutual (FCM). The FCM board will review the proposal and determine potential industry support at their December 10, 2008 board meeting. FCM will report their position on the Unified Florida Juice Tax proposal prior to the December 17, 2008 FCC meeting.