

# Florida Department of Citrus Program Evaluation Measurements End of Year Report August 2008

Presented to the Florida Citrus Commission  
September 17, 2008



Measurement		2006-07 Results	2007-08 Established Goal	2007-08 FYTD Results	Comments / Date	
<b>FDOC OVERALL OPERATIONS</b>						
1	<b>Non-Grower Funding</b>					
	for Marketing	\$ 5,487,484	\$ 6,000,000	\$ 5,741,703	6/30/2008	▼
	for Research	\$ 1,924,272	\$ 550,000	\$ 416,555	6/30/2008	▼
2	<b>Industry Presentations &amp; Meetings</b>	34	50	59	6/28/2008	▲
3	<b>Retail Dollars &amp; Gallons</b>					
	100% Orange Juice Dollars	5.80%	4% vs 06-07	0.0%	7/5/2008	▼
	100% Orange Juice Gallons	-12.80%	-0.4% vs 06-07	-7.1%	7/5/2008	▼
	100%Grapefruit Juice Dollars	-2.20%	4% vs 06-07	3.3%	7/5/2008	▼
	100%Grapefruit Juice Gallons	-1.40%	4% vs 06-07	5.6%	7/5/2008	▲
4	<b>Fresh Shipment Revenue</b>					
	Orange & Specialty	\$ 213,951,000	\$ 168,000,000	\$ 168,103,000	6/29/2008	▲
	Grapefruit	\$ 221,179,000	\$ 202,300,000	\$ 213,401,000	6/29/2008	▲
5	<b>FDOC Administrative Budget</b>	\$ 2,730,458	\$ 3,000,000	\$ 2,834,177	6/30/2008	▲
<b>INTERNATIONAL MARKETING</b>						
6	<b>Florida Fresh Grapefruit Exports</b>	\$ 151,556,000	\$ 160,000,000	\$ 149,626,000	6/29/2008	▼
7	<b>U.S. Grapefruit Juice Exports</b>	\$ 58,437,869	\$ 52,500,000	\$ 58,316,355	6/30/2008	▲
8	<b>U.S. Orange Juice Exports to Canada</b>	\$ 228,100,542	\$ 230,000,000	\$ 287,475,994	6/30/2008	▲
9	<b>Japanese Displays</b>	9,394	9,300	10,729	6/30/2008	▲

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<b>DOMESTIC MARKETING - ORANGE JUICE</b>						
10	<b>TV Advertising</b>					
	Communication Awareness	NA	68%	57%	6/29/2008	▼
	OJ Replenishment	79%	80%	77%	6/29/2008	▼
	Health/Nutrition Message Importance	NA	74%	84%	6/29/2008	▲
11	<b>Public Relations</b>					
	Consumer Impressions	139,129,243	214,000,000	241,733,814	6/30/2008	▲
	Influencer Impressions		60,000	101,656	6/30/2008	▲
	VisitFL Impressions	222,750	24,000,000	29,555,286	6/30/2008	▲
12	<b>Trade Initiatives</b>					
	Presentations to Retailers	21	35	36	6/30/2008	▲
	Presentations to Foodservice	15	18	20	6/30/2008	▲
<b>GRAPEFRUIT / GRAPEFRUIT JUICE</b>						
13	<b>Print Advertising</b>					
	Recall	NA	15%	unavailable		
	Intent to Purchase	NA	5%	unavailable		
14	<b>Public Relations</b>					
	Inaccurate GFDI Reports	3%	10% of total GFDI	0.020%	6/30/2008	▲
	Consumer Impressions	55,806,866	50,000,000	46,674,357	6/30/2008	▼
15	<b>Consumer Promotions</b>					
	In-Store Television Impressions	NA	9,200,000	39,269,549	6/30/2008	▲
<b>FRESH SPECIALTY FRUIT</b>						
16	<b>Public Relations</b>					
	Impressions	NA	27,000,000	70,789,632	6/30/2008	▲
17	<b>In-Store Television</b>					
	Impressions	NA	9,200,000	39,269,551	6/30/2008	▲
<b>RESEARCH</b>						
18	<b>Research Papers &amp; Presentations</b>					
	Economic & Market Research	15	15	15	6/30/2008	▲
	Health, Nutritional & Medical	12	17	18	6/30/2008	▲