

# Florida Department of Citrus

## Program Evaluation Measurements

June 2009

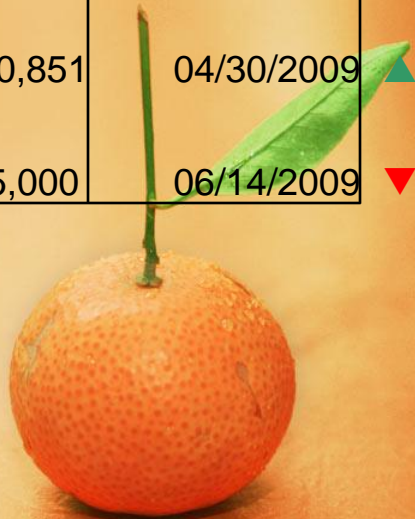


Measurement		2007-08 Results	2008-09 Established Goal	2008-09 FYTD Results	Comments Date	
<b>FDOC OVERALL OPERATIONS</b>						
<b>1</b>	<b>Non-Grower Funding</b>					
	Marketing	\$ 5,741,703	\$ 5,600,000	2,337,961	05/31/2009	▲
	Research	\$ 416,555	\$ 600,000	685,683	05/31/2009	▲
<b>2</b>	<b>Industry Presentations &amp; Meetings</b>	59	60	67	05/31/2009	▲
<b>3</b>	<b>Retail Dollars &amp; Gallons</b>					
	100% Orange Juice Dollars	0.0%	+2% vs 07-08	-3.7%	05/09/2009	▼
	100% Orange Juice Gallons	-7.1%	+1% vs 07-08	-0.8%	05/09/2009	▼
	100%Grapefruit Juice Dollars	3.3%	+5% vs 07-08	0.6%	05/09/2009	▼
	100%Grapefruit Juice Gallons	5.6%	+7% vs 07-08	0.7%	05/09/2009	▼
<b>4</b>	<b>Fresh Shipment Revenue</b>					
	Orange & Specialty	\$ 168,103,000	\$ 178,280,000	\$ 167,385,000	06/14/2009	▼
	Grapefruit	\$ 213,401,000	\$ 192,490,000	\$ 168,697,000	06/14/2009	▼
<b>5</b>	<b>FDOC Administrative Budget</b>	\$ 2,834,177	\$ 3,000,000	\$ 2,367,766	05/31/2009	▲

Measurement	2007-08 Results	2008-09 Established Goal	2008-09 FYTD Results	Comments Date
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**INTERNATIONAL MARKETING**

6	Japanese Displays	10,729	9,900	10,034	05/31/2009 ▲
7	European Retailer Initiatives	NA	12	12	05/31/2009 ▲
8	Canadian Retailer Initiatives	NA	3	3	05/31/2009 ▲
9	Canadian TV Impressions	NA	80,429,000	96,340,851	04/30/2009 ▲
10	Florida Fresh Grapefruit Exports	\$ 149,626,000	\$ 134,650,000	\$111,925,000	06/14/2009 ▼



Measurement

2007-08  
Results

2008-09  
Established  
Goal

2008-09  
FYTD  
Results

Comments  
Date

**DOMESTIC MARKETING**

**ORANGE  
JUICE**

**11 TV Advertising**

Communication Awareness

57%

54%

56%

05/31/2009



OJ Replenishment

77%

77%

76%

05/31/2009



Health/Nutrition Message Importance

84%

84%

80%

05/31/2009



**12 Online Advertising**

Qtrly Communication Awareness

NA

25%

33%

03/31/2009



Qtrly Unaided Brand Awareness ( ABC.com)

NA

5%

8%

03/31/2009



**13 Public Relations**

Consumer Impressions

241,733,814

160,000,000

223,225,613

05/31/2009



**14 Trade Initiatives**

Presentations to Trade

53

50

59

05/31/2009



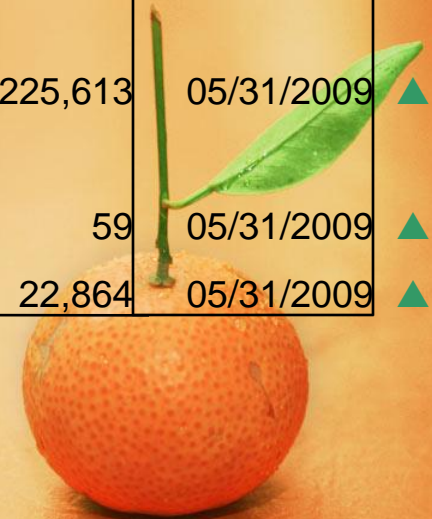
Collateral Placed in Stores

NA

6,500 stores

22,864

05/31/2009



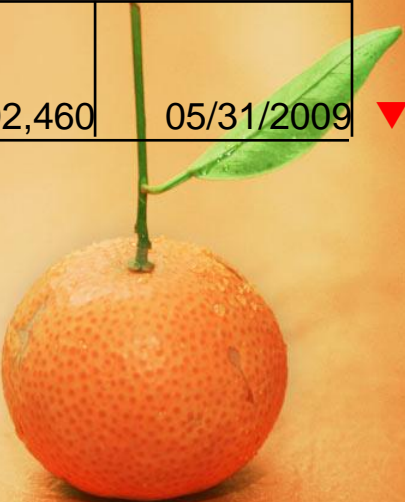
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**GRAPEFRUIT / GRAPEFRUIT JUICE**

<b>15</b>	<b>Print Advertising</b>				
	Impressions	NA	57,654,420	76,664,805	05/31/2009 ▲
<b>16</b>	<b>Public Relations</b>				
	Consumer Impressions	46,674,357	40,000,000	58,386,360	05/31/2009 ▲
	Inaccurate GFDI Reports	0.020%	10% of total GFDI	33%	05/31/2009 ▼
<b>17</b>	<b>Consumer Promotions</b>				
	FREE Spoon Redemptions (sets)	NA	25,000	19,481	05/31/2009 ▼

**FRESH SPECIALTY FRUIT**

<b>18</b>	<b>Gift Fruit Public Relations</b>				
	Consumer Impressions	37,156,275	5,000,000	4,292,460	05/31/2009 ▼



Measurement		2007-08 Results	2008-09 Established Goal	2008-09 FYTD Results	Comments Date
<b>RESEARCH</b>					
<b>19</b>	<b>Research Education Presentations</b>				
	Economic & Market Research	15	20	18	05/31/2009 ▲
	Health, Nutritional & Medical	18	20	23	05/31/2009 ▲
<b>20</b>	<b>Disease Research Accountability</b>				
	Expenditures to Date	\$ 2,146,681	\$ 10,000,000	\$3,569,630	05/31/2009 ▲

***"Grow the market for the Florida citrus industry to enhance the economic well-being of the Florida citrus grower, citrus industry and the State of Florida."***

