



STATE OF FLORIDA
DEPARTMENT OF CITRUS

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Create Florida Citrus Recipes with a Healthy Twist and Win

*Enter the "Florida Citrus. Healthy. Pure & Simple.®" Recipe Contest
for a chance to compete at the Florida State Fair.*

Lakeland, Fla. (December 3, 2009) – As Florida citrus season begins, cooking enthusiasts turn to fresh Florida citrus to add a burst of sunshine to recipes during winter months. Citrus lovers have the opportunity to put their culinary creativity to the test for a chance to compete in the *Florida Citrus. Healthy. Pure & Simple.®* recipe contest at the 2010 Florida State Fair. The Florida Department of Citrus and the Florida State Fair are looking for original recipes that showcase the taste, versatility, and nutrition benefits of fresh citrus.

Thanks to the state's sunny, subtropical climate and sandy soil, Florida citrus growers are known for producing juicy and flavorful citrus. Fresh oranges, tangerines, tangelos and grapefruit are packed with vitamin C and deliver additional nutrients as well as fiber. Citrus is also fat free, sodium free and cholesterol free. While a perfectly portable, sweet snack, Florida citrus can be a versatile recipe ingredient to perk up winter-weary palates with zesty flavor.

To enter the *Florida Citrus. Healthy. Pure & Simple.®* recipe contest, aspiring amateur chefs can submit an original recipe for an appetizer, side dish or main dish that uses at least one cup of fresh Florida citrus or one cup of 100 percent Florida orange or grapefruit juice.

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Entries received between December 1 and 31, 2009 qualify for a chance to compete at the Florida State Fair on February 9, 2010. Official rules and entry information is available at www.floridajuice.com/recipecontest.php.

An expert panel of judges will evaluate the recipes of eight semi-finalists based on health/nutrition aspects, taste, ease of preparation, innovation/uniqueness and presentation. The grand prize winner will receive \$500. Additional prizes to be awarded include: first prize \$300, second prize \$200 and third prize \$100.

Fresh Florida citrus provides the opportunity to add refreshingly bold flavors and natural sweetness to recipes while supplying additional nutrients. For more information about the recipe contest, please visit www.floridajuice.com/recipecontest.php.

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The Florida Department of Citrus is an executive agency of Florida government charged with the marketing, research and regulation of the Florida citrus industry. Its activities are funded by a tax paid by growers on each box of citrus that moves through commercial channels. The industry employs nearly 76,000 people, provides an annual economic impact close to \$9 billion to the state, and contributes hundreds of millions of dollars in tax revenues that help support Florida's schools, roads and health care services. For more information about the Florida Department of Citrus, please visit www.FloridaJuice.com.