



STATE OF FLORIDA
DEPARTMENT OF CITRUS

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Florida Citrus Growers Introduce Sugar Belle™ Variety for Upcoming Holiday Season

Lakeland, Fla. (December 3, 2009) – Just in time for the holiday season, Florida citrus growers introduce the Sugar Belle™, a sweet and tangy, bell-shaped fruit with a bright orange peel, that was developed to meet consumer demand for great tasting, easy to peel, seedless citrus from Florida. The Sugar Belle™ is a mandarin orange hybrid that is a cross between a Clementine and Minneola.

Sugar Belle™ fruit matures in December and is available for a very limited time, approximately two weeks. This year's crop will be distributed to supermarket retailers in the Eastern United States during the week of December 14, 2009.

Sugar Belle™ is the first citrus variety created by the University of Florida for commercial production. Scientists at the Institute of Food and Agricultural Sciences spent 14 years perfecting the Sugar Belle™ variety. Based on taste tests, the Sugar Belle is anticipated to become a favorite as consumers discover this new citrus variety.

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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.

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