In 2019-20, the Florida Department of Citrus delivered a national marketing campaign aimed at driving sales of 100% orange juice through eCommerce channels during cold & flu season and beyond.

The approach, which was developed with industry input through a series of workshops, introduced a new tagline, "The Original Wellness Drink," as well as a new look and feel. In a shift from previous years, the campaign’s target audience became lapsed OJ buyers, who research showed would be open to returning to purchase Florida Orange Juice. The campaign’s success was measured against Nielsen retail sales data.

This integrated campaign was built on learnings from the past while incorporating ever-evolving consumer purchasing habits. The tactics supporting the campaign included:

- Messaging focused on the nutritional benefits of 100% orange juice, highlighting hydration and immunity support during cold & flu season.
- Promoting content with eCommerce partners (Amazon, Instacart, and Walmart).
- Delivering content through social channels (Facebook, Instagram, and Pinterest).
- Leveraging influencers to drive awareness and brand engagement with target audiences across social platforms.
Driving Orange Juice Sales

Delivering Results

The FDOC campaign met the goals set by the citrus industry, driving more than $4.6 million dollars in attributed sales since its launch in January 2020.

The campaign exceeded impression goals and has delivered a frequency of +2 consistently throughout the program.

The team also delivered a campaign Return On Ad Spend (ROAS) of $4.37* which indicates a strong measure of success for the program.

Nielsen results show the campaign has delivered sales increases from launch through close*.

The following pages provide campaign specifics and how each tactic performed throughout the duration of the campaign.

* June 7 is the last day of reporting for the Annual Report
The full impact of COVID-19 on consumer behavior is not yet known. The Florida Citrus industry gained momentum in sales early on as concerns about the pandemic hit the U.S. However, experts agree the way consumers shop may have been permanently altered and there remains many unknowns.

Starting in late February, sales of 100% orange juice increased as consumer purchasing habits shifted. According to Nielsen, consumers began stockpiling pantry staples and seeking out foods with nutritional benefits, such as orange juice. Decades of industry messaging helped build consumer awareness around the health benefits of OJ.

The FDOC’s eCommerce programs were in place prior to the impact of COVID-19. Immediate adjustments were made to content to ensure it was respectful to consumers and reinforced helpful information around orange juice’s health and wellness benefits.

Some key stats on consumer behavior during this time include:

- 30% - 50% increase in pre-packaged snacks and comfort food
- 95% increase in digital groceries
- 66% increase in food related searches
- Rise of home cooking and food / dinner as an entertainment moment with families
- Increase in digital streaming and video watching

Looking to the future, consumers are going to continue to stay with familiar products. Consumers still have lingering concerns and will continue to be guarded in their shopping habits. Research indicates that there will be a continued growth of digital channels and an increase in eCommerce.

### Video Streaming Services Used by US Adults During the Coronavirus Outbreak, March 31, 2020

<table>
<thead>
<tr>
<th>Service</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>64.5%</td>
</tr>
<tr>
<td>Amazon Prime Video</td>
<td>48.0%</td>
</tr>
<tr>
<td>Hulu</td>
<td>36.8%</td>
</tr>
<tr>
<td>Disney+</td>
<td>29.6%</td>
</tr>
<tr>
<td>HBO Max</td>
<td>9.7%</td>
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<tr>
<td>YouTube Premium</td>
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<tr>
<td>Showtime</td>
<td>6.8%</td>
</tr>
<tr>
<td>ESPN+</td>
<td>7.8%</td>
</tr>
<tr>
<td>CBS All Access</td>
<td>5.3%</td>
</tr>
<tr>
<td>Starz</td>
<td>4.1%</td>
</tr>
<tr>
<td>Other</td>
<td>3.3%</td>
</tr>
<tr>
<td>Don't Use</td>
<td>18.8%</td>
</tr>
</tbody>
</table>

Notes: adults 18+; subscribers in the household
Source: businessinsider.com; “Coronavirus Consumer Survey,” April 2, 2020
A New Audience: The Lapsed Buyer Driving Orange Juice Sales

In developing the new campaign, the FDOC explored different segments of the consumer audience to determine where the most opportunity existed to drive sales of Florida Orange Juice.

Based on research from the Economic and Market Research Department, the University of Florida and Nielsen, the FDOC identified Lapsed Buyers of orange juice as an audience with high potential.

A Nielsen study reported that 50 percent of non-buyers are willing to purchase orange juice in the future.

The study also showed that the top reasons for not purchasing were often points that the FDOC could address with effective messaging, including:

- Didn’t Feel Like Drinking It Recently: 21%
- Not Top of Mind: 17%
- Prefer Other Juices: 11%
- No Particular Reason: 9%

The lapsed buyer audience provided the FDOC the ability to reach more than 38 million consumers, which is a much larger group than previous programs targeted.

The team utilized quantitative and qualitative research in order to assess attitudes toward key issues and track awareness of outreach efforts among key audiences, including general consumers and Lapsed Buyers.

Consumers still demonstrate affinity for OJ.

- 81% of consumers agree that “100% orange juice is healthy.”
- 78% of consumers say they feel good giving 100% orange juice to loved ones.
- 63% of consumers associate 100% orange juice as a source of vitamins and nutrients.

There continues to be opportunity to shift perceptions with Lapsed Buyers.

- 71% of Lapsed Buyers agree that “100% Orange Juice is healthy.”
- 73% of Lapsed Buyers say they feel good giving 100% Orange Juice to loved ones.
- 57% of Lapsed Buyers associate 100% Orange Juice as a source of vitamins and nutrients.

©2019 Porter Novelli. Results based on Porter Novelli’s Fall Styles survey of 3,624 American adults. Data was collected in October 2019.
As part of the new campaign, the FDOC revised the look and feel of the Florida Citrus brand.

FDOC launched a new branding campaign with a new tagline—*The Original Wellness Drink*. The new tagline is simple and relatable to the Lapsed Buyer, yet still welcoming to other audiences.

During the creative process, the FDOC developed dozens of branding approaches and conducted consumer research on the top five taglines below:

- The Original Wellness Drink
- Live Healthy. Shine Bright.
- Enjoy the Original, with Love
- It All Starts with OJ

Based on the initial quantitative test, “The Original Wellness Drink” and “It All Starts with OJ” rose to the top.

The team conducted qualitative testing to gain deeper insights on which creative territory had the greatest market potential with consumers. “The Original Wellness Drink” won with one of the highest performance scores based on its strong fit to the health proof points and cold + flu season messaging.
The FDOC created content specific to individual campaigns, including Cold & Flu, The Original Wellness Drink, and National OJ Day, while remaining focused on driving purchases of Florida Orange Juice.

• A lifestyle photoshoot generated content that showed how orange juice plays a role in self-care, family health and everyday life.

• Seasonally relevant messaging allowed our content to resonate with the target audience while highlighting specific benefits of orange juice.

• Using direct call-outs and links to retail partners provided a clear call to action leading users to make a purchase.

Real-time data was utilized to guide cross-platform content strategy with each channel having a specific purpose. Imagery, graphic styles, and copy were all tested across platforms to determine what content resonated best with audiences.
During the planning process, the FDOC worked with the industry to build a campaign with the goal of driving orange juice sales as measured by Nielsen Sales Data through a national digital campaign focused on cold & flu season. The FDOC created benchmark goals of 187 million impressions and a targeted weekly frequency of 2.

The integrated marketing campaign featured new content supporting “The Original Wellness Drink” and a series of tactics designed to reach the Lapsed Buyer:

- eCommerce partnerships with Amazon, Instacart, and Walmart
- Social media engagement through Facebook, Instagram, and Pinterest
- Display (banner ads) on key websites
- Video ads through OTT
- Paid search
- Influencer activities

Data demonstrated that these retailers and social channels are where the target audience gathers information and spends their time making the locations the ideal place to influence our target audience.

The FDOC launched an initial awareness campaign on paid social in December to condition the new audience with FDOC messaging and build new audience pools, which the team could then re-target once the full eCommerce campaign launched in January.

For the eCommerce partnerships driving direct to orange juice sales, the team ensured equity across the selection of UPC codes promoted, which were limited to around 40 from our Nielsen custom database of over 2,000 UPCs. The campaign featured distribution across the most popular size containers, ensuring the UPCs were currently active, the product was readily available, and were known to include some juice from Florida Oranges.
A retail landing page was created on FloridaJuice.com as support for conversion focused media. To help guide the audience through the purchasing path, a “Buy Florida Orange Juice” link was added to the main navigation leading to a page with direct links to our eCommerce partners.
eCommerce
Driving Orange Juice Sales

Instacart
Instacart is a digital eCommerce platform that allows consumers to purchase their groceries through a mobile application from a local grocery / retail location and deliver direct to their home.

FDOC partnered with Instacart to use data to precisely target the Lapsed Buyer as well as reach a broader audience.

The team secured two key executions with Instacart to reach the audience:
- Promoted Hero Ads – large display ads that are at the forefront of the buyer shopping experience
- Promoted Search Results – select SKUs of FDOC products are highlighted and appear when consumers search for juice or orange juice related search terms

Instacart activities were very successful through the life of the 2020 marketing program. Instacart was launched prior to the onset of the COVID-19 pandemic and saw strong results in sales and consumer engagement with 100% orange juice.

During COVID-19, Instacart also saw a strong interest from consumers and a large spike in 100% orange juice sales.

Walmart
Walmart offered the FDOC the ability to access their large consumer base and promote the nutritional benefits of Florida Orange Juice in an eCommerce, digital storefront.

Working closely with Walmart, the team promoted ads directly on Walmart.com and in key sections of their online grocery store. The team also worked with Walmart to ensure select SKUs of 100% orange juice were promoted through search during the consumer shopping experience.

The FDOC social ads’ “Shop Now” feature directly linked to Walmart.com’s juice page to further drive purchase intent amongst consumer audiences.

RESULTS

$3.36M IN SALES
$6.01 ROAS
+150.3% BENCHMARK
83.6M IMPRESSIONS

$832K IN ATTRIBUTED SALES
56.7M CONSUMERS
$2.50 ROAS ($1.75 - $2.25 BENCHMARK)
Amazon

Amazon, the number one U.S. online retailer, gave FDOC exposure to a massive audience on a national scale. FDOC had access to Amazon’s large consumer base and promoted the benefits of Florida Orange Juice in a custom digital storefront.

The program raised awareness through Amazon’s OTT offering, reaching consumers as they streamed their favorite programming. Ads were served to the Lapsed Buyers on Amazon.com as consumers conducted their online shopping. The team also worked with Amazon to ensure select ASINs (UPCs) of 100% orange juice were promoted and consumers could add directly to their carts to purchase.

Display and Banner Ads

To further drive messaging, the team secured data on the shopping and lifestyle habits of Lapsed Buyers and identified key websites and digital locations they frequently spend time.

Through our digital partners, the FDOC was able to deliver custom nutrition focused 100% orange juice messaging with a call to action to “Shop Now” driving purchase intent.

The team also served content in “shopping carts” and “shopping lists” as a reminder to consumers to purchase 100% orange juice or add the final item to finish off their cart.

RESULTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reached by OTT Content</td>
<td>7.8M</td>
</tr>
<tr>
<td>Consumers Reached</td>
<td>43.5M</td>
</tr>
<tr>
<td>Purchases</td>
<td>85,000+</td>
</tr>
<tr>
<td>Avg Purchase Rate</td>
<td>0.74%</td>
</tr>
</tbody>
</table>

(1480% above benchmark)
OTT and Online Video
Driving Orange Juice Sales

The online video and over the top (OTT) media opportunities continue to be one of the fastest growing areas of consumer entertainment.

Research on consumer behaviors during COVID-19 saw a significant increase in online video and indicated that consumers were spending more time at home watching Hulu, YouTube, or videos online.

Supporting the eCommerce campaign, the FDOC shared “The Original Wellness Drink” anthem video on key programs watched by Lapsed Buyers. The goal was to continue to keep 100% orange juice top of mind with our Lapsed Buyer while they enjoy their preferred programming.

RESULTS

3.6M IMPRESSIONS

1,436 SITE VISITS

98.32% VIDEO COMPLETION RATE (96-100% BENCHMARK)

TOP PERFORMING DMAs
Facebook and Instagram provided an excellent tool for the team to share customized content and key nutritional information with multiple audiences.

Using the data and audience resources of Facebook and Instagram, the team precisely targeted key audiences and delivered a message that speaks to their personal interests, resulting in more efficient programs.

Content also featured a call-to-action to retail through the “Shop Now” buttons included in the social content which drove to Walmart.

Our programs on Facebook reached over 22.3 million consumers and featured a campaign engagement rate of 11.3%, which is significantly higher than industry standards.
The FDOC leveraged Facebook, Instagram, Twitter, and Pinterest as key organic channels to promote timely moments throughout the year centered on FLOJ, recipes, Florida Citrus growers, nutrition content, and more. Organic content engages with the existing fans on our channels that have been a part of the marketing programs for the last couple of years.

The team created a series of posts that ran on a monthly basis, further driving users to positively engage, share, save, and visit our website from our fun and relevant posts across social channels. This included Instagram/Facebook nutrition quiz stories, Twitter updates on FDOC, sharing User Generated Content surrounding timely moments like National OJ Day, and more.

As a result of the activation, the FDOC saw the following:

### Key Metrics

- **1,073,702 Impressions**
- **216,702 Engagements**
- **3.84% Avg Engagement Rate**
- **370,166 Reach**

Support your immune system during cold and flu season with nutrients found in 100% Orange Juice—like vitamin C and potassium.  

[bit.ly/2lxeu7H](bit.ly/2lxeu7H)
Paid Search
Driving Orange Juice Sales

Search continues to be a large driver of traffic for the brand, as well as one of the highest conversion rates when it comes to purchases through our eCommerce partners.

The Paid Search program aims to drive traffic that has a higher propensity to convert via our eCommerce program.

By using focused keywords, targeted audience insights, and nutrition callouts, Paid Search ads became more cohesive and ultimately more successful.

Some of the key wins in 2019-2020 were:

- Expansion of integrated ad formats, such as Expanded Text Ads and Dynamic Search Ads, drove a 56% increase in ad engagement YoY.
- Using audience bid adjustments to match the right people with the right ads led to a 6.61% conversion rate.
- With over 77% of paid search traffic coming through mobile and tablet devices, we prioritized mobile friendly ad formats and bid strategies.

880,543 PAID SEARCH IMPRESSIONS

32,016 PAID SEARCH CLICKS

3.64% PAID SEARCH CTR

56.8% increase (1.57% to 3.64%) PAID SEARCH CTR VS PY
Influencers continue to be a strong tool to reach a wide audience with the Florida Orange Juice message.

Supporting eCommerce activities, the team partnered with influencers to reach lapsed buyers and shift purchasing considerations through nutrition messaging promoting the benefits to purchasing 100% orange juice.

As part of the program, eight influencers with a variety of followings were identified to share our messaging and create their own customized content relevant to their audiences. They delivered 21 blog posts and 50+ social media posts during the duration of the campaign.

The influencers generated content specific to key messages for 2019-20:

- Cold & Flu
- Nutrition
- Wellness
- National OJ Day

As a result, the FDOC was able to reach large and niche audiences with information curated specifically for each platform and each audience. Platforms included Blogs, Facebook, Instagram, Pinterest, and Twitter.

6,000 BLOG VIEWS

177,938 SOCIAL IMPRESSIONS

6,279 SOCIAL ENGAGEMENTS
FDOC partnered with trusted nutrition voices to generate positive coverage around the health benefits of 100% orange juice with consumer media outlets to which they regularly contribute. Highlights from these partnerships include:

**Samantha Cassetty, RD**
- Insider (6.7M+ UVPM)

**Maya Feller, RD**
- Good Morning America (4.1M+ viewers)

**Mia Syn, RD**
- Good Morning Sacramento/CW (19K+ viewers, 39K+ UVPM)
- Mia also shared across her social channels for an additional 77.2K impressions and 1,781 engagements

### INSIDER

**How to structure a healthy diet while you’re working from home during the coronavirus pandemic, according to nutrition experts**

Below, Cassetty shared the best foods you can buy in each of the categories mentioned above.

- **Fruit:** Apples, pears, frozen berries, dried, unsweetened mango, canned peaches (canned in juice), 100% orange juice (Cassenty says that the vitamin C in 100% OJ can help bolster your immune system, which is as crucial as ever in these strange times)

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**Build A Better Brunch**

**Program:** Brain & Court Type: Good Day

**Caption:** Courtesy is talking with Mia Syn a registered dietitian and nutritionist via Zoom with more!
Issues management and monitoring for emerging issues is ongoing. The most prevalent issues for the Florida Citrus industry to hit the news cycle in 2019-20 included:

- **Nutrition**: Sugar, Serving Size
- **Crop Protection Tools**: Glyphosate, Chlorpyrifos, Oxytetracycline, Streptomycin
- **Policy**: U.S. Dietary Guidelines
- **Supply, Demand and Imports**: Communications related to decreased demand (pre-COVID-19), increased domestic supply and increased imports
- **COVID-19**: Communications-related industry impact and labor force safety

Actions taken to address these issues included:

- Media statements
- Letters to the Editor
- FAQs for the Citrus 411 website
- Communication and coordination with brands and industry partners including Florida Citrus Mutual, Florida Citrus Processors Association, California Citrus Quality Control, Juice Products Association, and International Food Information Council.
- Maintained an internal issues management playbook in support of 10 main issues areas, complete with message guides, starter statements, and FAQs for each topic.

In 2019-20, FDOC monitored the latest news around the Florida Citrus industry as it relates to citrus greening news, nutrition news, industry news, grapefruit drug interaction news, and Hurricanes Irma and Dorian news updates. A daily report was developed that was disseminated to more than 202 subscribers.

- 1,135 original articles and 2,285 pieces of additional coverage were captured in 2019-20.
- The percentage of negative nutrition stories captured in daily monitoring decreased year over year. In 2019-20, just 11% of nutrition stories captured in daily monitoring were negative, compared with 20% in 2018-19.
- Responded to the authors of 22 negative nutrition stories to correct misinformation and/or provide additional context about 100% orange juice, as well as to establish a relationship.
With the onset of the COVID-19 pandemic, the team took a different focus for National OJ Day this year.

The team created an approach to work closely with the citrus industry and share thanks to everyone supporting all during the COVID-19 crisis. To support the activation, the team:

- Launched FDOC and FCC created content across Facebook and Instagram channels
- Hosted a “surprise and delight” activation across social delivering 50+ FDOC care packages
- Engaged with the industry to share their thoughts and message of support
- Enlisted influencers to spread support across consumer audiences

As a result of our activity, the FDOC saw strong results from the industry and consumers:

### Instagram
- 72+ Toasts using #NOJD2020
- 485 Engagements
- 90+ Comments & Sweepstakes Entries
- 3,812 Impressions
- 18.13% Avg Engagement Rate (972.62% above industry benchmark)

### Facebook
- 1,988 Engagements
- 370+ Comments & Sweepstakes Entries
- 70+ Shares
- 2.86% Avg Engagement Rate (2,280% above industry benchmark)

### Twitter
- 5,500 Impressions
- 178 Engagements
- 2.37% Avg Engagement Rate

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Celebrating National OJ Day
Driving Orange Juice Sales

FDOC DOMESTIC ORANGE JUICE MARKETING | FY 2019-2020 Programs
To amplify the NOJD celebration, FDOC partnered with influencers for “The Original Wellness Drink” as well as five additional registered dietitians to develop blog and social media posts.

The group of influencers generated content that showcased the nutrient benefits of 100% orange juice through recipe creation or information sharing.

Additionally, many of the influencers created social media posts giving a “thank you” to COVID-19 essential workers through our Toast to the Frontlines campaign.

Highlights from the influencers include:

• Alexis Joseph linked an Instagram Story to a post on her page that featured a Fluffy Orange Muffin recipe, touting the vitamin C content of FLOJ. Her post received 20.3K+ impressions and 1.3K+ engagements.

• Jason Dunnigan created 3 blog posts with recipes featuring Florida Orange Juice. For NOJD, he compiled all recipes and toasted to essential workers on his blog and social channels. The content received over 10k impressions and over 600 engagements.

• Chris Mohr hosted a Facebook Live video where he demoed an OJ Popsicle recipe with his daughter and discussed the nutritional content of FLOJ. The content received over 1.8K views, 5.2K impressions and 47 engagements.

• Forever Freckled created social posts toasting to frontline employees, including one of the blogging sisters who is a doctor. They included photos of their family enjoying FLOJ along with their messaging, garnering over 10k social impressions and nearly 250 engagements.
**Grapefruit Activities**

**Promoting Grapefruit**

FDOC’s 2019-20 Grapefruit program focused on promoting custom Florida Grapefruit content across Facebook and Instagram.

The campaign highlighted a variety of content including grapefruit recipes, Florida Citrus growers, nutrition/health benefits and more.

The content positively resonated with social audiences as it provided them new recipes to try when home during quarantine, the opportunity to learn more about where grapefruit comes from and how it supports their overall health.

<table>
<thead>
<tr>
<th><strong>KEY METRICS</strong></th>
<th></th>
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<tr>
<td><strong>IMPRESSIONS</strong></td>
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<tr>
<td><strong>ENGAGEMENTS</strong></td>
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<tr>
<td><strong>CLICKS</strong></td>
<td>22,773</td>
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<td><strong>CTR</strong></td>
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</table>

**Health & Weight Loss**

**TOP PERFORMING AUDIENCE**
GLOBAL MARKETING DEPARTMENT

Domestic Gift Fruit Marketing

FY 2019-2020 PROGRAMS
The 2019–20 Florida Citrus Gift Fruit program focused on a social activation featuring custom content that was targeted during key gift giving moments. Whether it was the holidays, New Years, Valentine’s Day, or just to simply enjoy, social audiences were excited to order a basket full of sunshine for their loved ones.

The team created new animated video content focusing on nostalgia and Gift Fruit’s position as the perfect gift that performed well with the audience. This year’s activities more than doubled last year’s results and saw very strong engagement rates by consumer audiences.

Florida tourists and residents were the top performing audience, with additional targeted key markets in the Northeast as well as consumers focused on gift giving.

**KEY METRICS**

13,195,645 IMPRESSIONS

556,611 ENGAGEMENTS

4.65% AVG ENGAGEMENT RATE

202,611 CLICKS

1.54% CTR

3.44 FREQUENCY

**Florida Tourists & Residents**

TOP PERFORMING AUDIENCE
GLOBAL MARKETING DEPARTMENT

Industry Communications
Starting in April, the FDOC launched a series of Webinars to update and educate the citrus industry on the latest program developments and news. The 2020 webinars included:

- **April 16, 2020: eCommerce Overview**
  - Jackie Hopkins from Edible provided an overview of our current work and upcoming projects
  - 97 participants

- **April 30, 2020: EMRD Report on FLOJ and Nielsen Sales**
  - Dr. Marisa Zansler from the Economic Marketing and Research Department shared the latest sales trends and updates from the Nielsen Retail Sales 4-week period ending April 11
  - 69 participants

- **May 14, 2020: SRD Review of the Nutrition Benefits of FLOJ**
  - Dr. Rosa Walsh from the Scientific Research Department provided an overview of scientific research around 100% orange juice and vitamin C and its role in immune system support.
  - 54 participants

- **May 28, 2020: COVID-19 Insights on Consumer Behaviors**
  - Bennett Travers from Edible shared an update on the key impacts of COVID-19 on consumer behaviors
  - 67 participants
As part of FDOC's efforts to keep the industry informed throughout the year, the team developed several new webpages and continued to update content on FloridaJuice.com, Floridacitrus.org, and FDOCGrower.com.

A key new addition was the development of the Industry Resource page on FDOC Grower providing ways for the industry to support, learn about and become involved in current FDOC programs.

As part of this year's marketing program, the FDOC expanded its industry communications to provide regular updates to the industry as well as opportunities to share in depth details on key projects.

- **The Triangle** - In partnership with Florida Citrus Mutual, the FDOC contributed to the weekly newsletter by offering updates to key issues facing the industry as well as details on the current marketing programs.

- **Weekly Email Updates** - FDOC provided members of the industry with detailed overviews and results from the marketing campaign, highlighting key metrics, results, and progress of programs.

- **Florida Citrus News To Know** - FDOC shared a daily snapshot of key news coverage impacting the citrus industry and provided context to help make sense of the news of the day.

- **Sign Up for Email Distribution** - To receive FDOC updates, email your request to news@citrus.myflorida.com.
Citrus Media Landscape
Media Landscape

The following media landscape section reviews sampled national and local consumer media articles around orange juice and grapefruit drug interactions from July 1, 2019 – May 15, 2020, compared with the same time period in 2018-19. The issue of sugar was reviewed in depth as part of the larger orange juice conversation nationwide. Additionally, the role of COVID-19 in driving coverage around oranges and orange juice was explored.

Orange Juice

Outside of sugar and greening, orange juice coverage in 2019-20 continued to be driven by narratives from previous years, such as the immune-boosting properties of orange juice and its high vitamin C and D content. In 2019-20, new guidelines for beverage consumption for kids from birth to age five were released by Healthy Eating Research (Robert Wood Johnson Foundation) after convening a panel of experts from the Academy of Nutrition and Dietetics, the American Academy of Pediatric Dentistry, the American Academy of Pediatrics, and the American Heart Association.

The guidelines recommend limiting fruit juice in favor of milk and water. Additionally, a new study, funded by the Florida Department of Citrus and published in the Journal of Nutrition and Health Sciences reported that drinking 100% Orange Juice following exercise contributes to hydration equally as well as water and sports drinks, positioning the beverage as a viable alternative for post-exercise recovery.

Continuing from 2018-19, the health benefits of orange juice drove positive coverage in lifestyle stories. In March and April 2020, many of these stories specifically highlighted immune-boosting properties of orange juice, alleged in the coverage to help prevent or fight COVID-19.

While many pieces touted the benefits of orange juice, balanced coverage noting both the benefits and risks of overconsumption, as well as cautioning against overestimating the impact of orange juice, appeared in major outlets like USA Today, Fox News, and CNBC.

Negative stories included coverage around the connection between consumption of orange juice with an increased risk of cancer overall, including increased chances of breast cancer. Coverage appeared in major outlets like CNN, The New York Times and Reuters, among other publications.

The use of pesticides also drew negative coverage from major national publications, including The Associated Press, Washington Post and CNBC. Although pesticides are used in citrus groves around the country, including Florida, pesticide use in California citrus groves drew particularly negative coverage.

The statement acknowledges a small amount of 100% fruit juice is beneficial for those who are not able to meet their recommended daily fruit intake. This was picked up by major outlets such as USA Today, Fox News, and CNBC.

New in 2019-20, a set of guidelines made by major national health and nutrition organizations noted that children under five years of age should limit consumption of certain types of drinks, including fruit juice.
Media Landscape

Greening

Consumer media like Newsweek, MarthaStewart.com, Bloomberg, and Forbes continue to report on greening as “news” in 2019-20, however with progress and innovation in detection and treatment, most coverage included a balanced tone as it covered the potential promise of these approaches.

Negative greening coverage in consumer publications was driven by concerns over the controversial approval and use of streptomycin to treat the disease. Major national publications such as The New York Times and Los Angeles Times noted the use of streptomycin to treat greening has drawn criticism, with experts fearing drug resistance and risk of drug shortages.

Positive conversation was driven by new technology and innovations in the detection and treatment of HLB. Major national outlets, such as The Washington Post, The Associated Press, and The New York Times, covered the use of trained dogs to smell the presence of HLB. Some coverage alleged the use of dogs is so effective that it allows the U.S. citrus industry to remain economically sustainable longer than using other detection techniques.

Other promising innovations, such as the use of robotic tools to puncture tree trunks, directly delivering nutrients and agents to fight against greening, drove positive coverage in 2019-20.

COVID-19

During the emergence of the COVID-19 pandemic in the U.S., media coverage around orange juice increased—driven by speculation on its potential to help prevent or treat the virus due to orange juice’s vitamin C and D content, as well as the reaction of the industry to keep up with rising demand.

COVID-19 drove consumer publications like HuffPost, Mic.com, and AOL.com to publish stories around maintaining a healthy immune system, which included orange juice as part of the narrative, given its health benefits.

Stories with positive sentiment included an article on TODAY.com from RDN Frances Largeman-Roth, who has worked with FDOC on proactive issues management in the past. However, a significant amount of coverage also cautioned readers not to overestimate their ability to prevent or treat the virus by consuming orange juice.

Coverage of the orange juice industry from consumer publications such as NPR, CBS and CNBC covered the spike in demand and prices. Other outlets, like The Los Angeles Times, and Bloomberg, covered concerns about global food shortages, having enough workers, and appropriate conditions for workers to continue to harvest.
Media Landscape

Sugar

Total articles about sugar in orange juice decreased by 26% year over year.

Stories around sugar in orange juice remained primarily driven by lifestyle content for consumers trying to reduce their overall sugar intake for weight loss and for other health reasons. However, in 2019-20, coverage also offset information about excess sugar content with orange juice health benefits, including nutrients, hydration, and vitamin C. Neutral and positive coverage included pieces justifying orange juice sugar content with its immune-boosting properties. This was especially prevalent in 2020 as COVID-19 drove coverage of the health benefits of orange juice.

In 2019-20, about 32% of sugar coverage was negative. While this is an increase from 2018-19 (25%), previous years saw closer to 40% negative coverage.

In previous years, a major narrative driving coverage around orange juice’s sugar content included advice to limit sugar intake in children. This narrative continued in 2019-20, with evidence-based guidance published around healthy drink consumption in young children under age five.

Volume of total unique headlines around sugar content in orange juice stayed consistent, at just a 7% increase from 2018-19 to 2019-20. In 2019-20, unique headlines were driven by the beginning of flu season (October). For the remainder of the year, the amount of unique orange juice coverage remained relatively consistent.

Negative coverage was driven by:

- Lifestyle articles about overall health and weight management. This has been a continued trend since 2016-17.
- A high-profile, negative Reuters piece featuring the correlation between juice and an increased risk of diabetes drove negative coverage.
- Coverage detailing negative health effects from consuming too much orange juice, including tooth decay and increased risk of cancer and obesity.
- Misleading coverage that lists orange juice as containing added sugar or claiming the amount of natural sugar in orange juice is excessive. This is a continued trend from 2018-19.

Neutral coverage was driven by:

- Coverage balancing the sugar content of orange juice with other benefits such as hydration, nutrients, or immune-boosting properties. The presence of immune-boosting properties was highlighted in articles focused on fighting off illness and COVID-19 prevention.
- Coverage of the use of orange juice to address low blood sugar events in those with diabetes. This has been a continued trend seen in past years.

Positive coverage was driven by:

- Coverage of orange juice consumption for short-term energy boosts.
- Descriptions of long-term benefits such as lower risks of heart disease and immune-boosting properties. One lifestyle article also claimed the consumption of orange juice increases production of collagen, which produces more youthful-looking skin.


GFDI
As in past years, grapefruit drug interaction remained an evergreen lifestyle and health topic for 2019–20. In a continued trend, volume of coverage remained low, especially relative to coverage of greening and the sugar content of orange juice.

An emphasis on cholesterol-controlling drugs appeared as well as a debate over the possible similarity of pomegranate to grapefruit juice concerning drug interactions.

The increased popularity of products containing CBD (cannabidiol, often used to target anxiety) appeared in numerous national publications in 2019–20.

Many of these articles, and especially a Healthline article cited by other publications, mention that CBD is metabolized in the body by the same enzyme responsible for the breakdown of many medications, as is grapefruit. The articles suggest that consumers check for “the grapefruit warning” on drug labels to avoid these issues.
Thank You

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