

Florida Department of Citrus

Annual Report
Fiscal Year 2021 - 2022



FLORIDA DEPARTMENT OF CITRUS

Annual Report

2021-2022

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FLORIDA DEPARTMENT OF CITRUS

ANNUAL REPORT

JUNE 30, 2022

EXECUTIVE SUMMARY

The mission of the Florida Department of Citrus (FDOC) is to maximize consumer demand for Florida Citrus products to ensure the sustainability and the economic well-being of the Florida Citrus grower, the citrus industry, and the state of Florida. The department conducts marketing and promotional campaigns for Florida Citrus products; establishes minimum maturity and quality standards for citrus fruits; regulates the practices used in harvesting, grading, packing, and processing citrus fruits; conducts scientific research supporting citrus products; and conducts economic and marketing research.

The Florida Citrus Commission (FCC) sets the annual assessment on each box of citrus going into the channels of trade. Historically, citrus advertising assessments have fully funded operations. However, the orange crop for Fiscal Year 2014-15 dropped below 100 million boxes for the first time in 49 years due to the continued challenge of citrus greening, or HLB. Additionally, growers are faced with increasing production costs in order to sustain their groves in the battle against citrus greening. The FCC and FDOC have provided some relief to growers in the form of assessment rate reductions in the last five years. In 2017-18, the citrus industry faced a new challenge in Hurricane Irma, which made landfall in Florida just as the harvesting season was expected to begin. The storm caused widespread damage, impacting every citrus-producing region in the state with growers experiencing 30 to 70 percent crop loss. The last USDA production forecast of that season placed Florida Orange production at 44.95 million boxes in July, a decrease of nearly 35 percent over the previous season, and 3.88 million boxes of grapefruit. While production began increasing the following season, multiple factors led to continued declines in production during subsequent seasons. The 2021-22 season reached record production lows at 40.95 million boxes of oranges produced making it the lowest since World War II along with 3.33 million boxes of grapefruit and 750,000 boxes of specialty crops. Despite continued production challenges, the industry remains optimistic for stabilization and potential future growth as new investments are made in replanting efforts and research as well as the implementation of the Program for Expedited Propagation (PEP) and a more robust escape tree program.

GLOBAL MARKETING

The main activity of the Global Marketing Department at the FDOC continues to be marketing and promotion of Florida Citrus products, executing marketing initiatives in the United States, Canada, Europe, and Asia. The majority of domestic marketing programs focus on Florida Orange Juice with some programs aimed at fresh Florida Citrus. International programs focus primarily on fresh Florida Grapefruit with some programming focused on Florida Orange Juice and fresh Florida Oranges in certain markets.

In 2021-22, the global marketing programs achieved great success. A video showcasing highlights of program activity for the season, may be viewed at the following link: [FDOC Global Marketing Video](#)

Building off the success of the previous year's programs, the FDOC's domestic marketing campaign focused on driving sales of Florida Orange Juice through eCommerce partnerships with major retailers. The campaign resulted in nearly \$71 million in attributed sales of 100% orange juice and reached more than 2.5 million impressions at a Return on Ad Spend (ROAS) of \$12.01.

The campaign targeted lapsed and light lapsed OJ buyers, who research showed would be open to purchasing again if given a reason to return. The campaign centered on "The Original Wellness Drink" messaging, which highlighted the health benefits and nutrients provided by orange juice, particularly vitamin C and immune support. It also featured imagery and wording that connected consumers with Florida as an ideal place to live, work and grow citrus. In terms of tactics, the campaign took an integrated approach including e-commerce partnerships with Kroger, Instacart and Walmart, driving consumers to purchase through display ads, video ads, paid search as well as delivering content through social channels and influencers. Additionally, the FDOC continued proactive and reactive programs to combat negative attention to the sugar content of orange juice through targeted communications with health professionals, such as registered dietitians, and media outreach with messages regarding the role 100% orange juice plays in the diets of children and families.

Domestic Grapefruit and Gift Fruit programs focused on promoting the health benefits, unique attributes, and availability of fresh fruit. This performed well, with highlights including high engagement rates on social media for both programs.

At the international level, the FDOC conducted retail and public relations activities, in association with agency partners in Japan, South Korea, Canada and Europe. While the majority of these activities concentrated on fresh grapefruit, the FDOC promoted 100% orange juice in Canada and South Korea, as well as fresh Florida Oranges in Canada.

In Canada, activations included fresh Florida Grapefruit, fresh Florida Oranges and Florida Orange Juice. With restrictions easing after the pandemic, the FDOC was able to resume in-store retail activities. In-store sampling of Florida Grapefruit was conducted in 42 Metro stores and saw a 47% sales increase during the promotion period and 31 Longos stores with a 24% sales increase during the promotion period. Fresh Orange in-store sampling included 24 Metro stores driving a 200% sales increase and 31 Longos stores with a 16% sales increase during promotion. The FDOC partnered with 23 influencers to share the nutrition benefits of Florida Orange Juice generating 38 pieces of content with a reach of 2.9 million and an engagement rate of 10.5%. The FDOC also partnered with a group of registered dietitians who secured 9 broadcast media segments reaching over 1.8 million viewers and 9 social posts generating over 215 thousand impressions. Additionally, media placements touting the nutritional benefits of Florida OJ were secured in The Kit/Toronto Star, Best Health and Vita reaching over 700,000 consumers.

In South Korea, activities focused on highlighting the nutritional benefits and premium quality of Florida Orange Juice. Programs included earned media, eCommerce promotions, consumer education through paid media, and social media. eCommerce programs were successful with a 220% sales increase at E-Mart compared to the week prior to promotion and a 91% sales increase at G-Market compared to year over year without promotion. For Florida Grapefruit, activities paid media, media outreach, retail promotions both in-store and online, food service promotions, and social media. Food service promotions in S. Korea helped introduce diversified use of Florida Grapefruit to Koreans and served to encourage the development of new menu items. The FDOC participated in an FAS event, the Great Culinary Camp, featuring a Florida Grapefruit Sparking wine among a variety of other U.S. agricultural products.

In Japan, programs focused on highlighting the Florida Difference and versatility of Florida Grapefruit in retail, food service, public relations, paid media and social media. The FDOC conducted 352 in-store demonstrations and 3 online retail programs compared to 118 the previous season. In food service, 128 promotions were activated generating \$165,000 in sales. For the first time in Japan, the FDOC partnered with other FAS Cooperators including a food service promotion with Alaska Seafood and a bar promotion with Distilled Spirits Council of the U.S.

In Europe, the FDOC conducted numerous retail programs to promote the amazing taste and versatility of Florida Grapefruit including, Waitrose (UK), Sainsburys (UK), Morrisons (UK), Colruyt (Belgium), OKay (Belgium) and ICA (Sweden). All programs saw strong sales lifts during the promotion. The FDOC also conducted robust social media programs in the UK to increase awareness of Florida Grapefruit including a new partnership with FAS cooperator, California Prunes. 2021-22 was also a season of great collaboration between FAS and FDOC resulting in a Florida Grapefruit presence in FAS programs including the Sustainability Campaign, Savor the States, USA Week at the Escoffier Restaurant, Camp Counselor Event, USA Pavilion at IFE and the Queen's Platinum Jubilee Picnic.

In France, retail activities resumed after being limited due to the pandemic. In-store animations of Florida Grapefruit were displayed at Monoprix with a sales increase of 34.6% during samplings and SystemU with a 116.3% sales increase during samplings. A digital game contest was activated to generate additional excitement with 13,731 participants, a 245% increase from the year prior. For earned media, the FDOC partnered with a popular Chef to create a press kit with 6 new, trendy Florida Grapefruit recipes. The press kit was sent to 400 top French journalists resulting in 113 publications and more than 317 million impressions, a 37.8% increase from the previous season's press kit. The FDOC also partnered with influencers to further extend the impact of the event and create awareness on social media.

Additionally, the marketing team also provided regular industry updates through Chairman columns, newsletters, webinars and emails throughout the season.

ECONOMIC AND MARKET RESEARCH

During the 2021-22 fiscal year, the Economic and Market Research Department (EMRD) managed the collection, analysis and reporting of market research and production data and distributed findings to the FCC, FDOC staff and citrus industry organizations and stakeholders. The department released more than 18 periodic reports detailing vital citrus industry tracking trends, including a baseline economic outlook for the citrus season, monthly economic indicators, weekly Florida processor statistics, fresh fruit movement, audited post estimate fruit prices, and other measures of industry performance.

EMRD enhanced the Florida citrus outlook report to convey updated information on world and other domestic supply, and revised presentation materials to increase the content of citrus industry trends reported to the FCC and other industry stakeholders. EMRD continued efforts to quantitatively assess world orange juice availability by updating the world OJ model for use in estimating imports for the Florida Citrus Outlook and for internal budget utilization estimates.

In addition to periodic publications, the department also served as an industry point of contact for data on the value of Florida Citrus production amid changes in consumer demand and Florida supplies amid a period of high inflation and a transition to the onset of a post-pandemic era.

EMRD provided on-demand updates to the existing retail sales trends reports with supplemental regional and promotional retail sales reports in addition to consumer awareness updates. The team provided periodic updates on consumers' shopping food behaviors amid high inflation, including periodic review of the FDOC OJ tracker evaluating consumer response amid concerns over increased food prices, enhanced retail sales data, and other consumer tracker data. The department collaborated with researchers at the Florida Agricultural Marketing and Research Center at the University of Florida to provide enhanced analysis of consumer demand for orange juice in a post-pandemic arena and continued to monitor and track the role of consumer perception of the positive attributes of orange juice in enhancing demand. The department also worked closely with Dr. Lisa House to provide a detailed look into consumers responses to price increases in the OJ category.

EMRD also continued to provide internal support with custom data for use in domestic and international programs, and to project citrus crop utilization and imports for use in budget projections. The department provided consumer trend studies in support of marketing programs to inform on changes in consumer tastes and preferences as well as studies focused on performance measurement and a benefit-cost analysis of investing in FDOC marketing activities. The department provided data in support of strategic planning efforts throughout the year.

The department participated in industry discussions with the United States Department of Agriculture/Agricultural Marketing Service (USDA/AMS) contact and provided surplus supply estimates in support Section 32 surplus requests and provided disaggregated assessment surplus inventories for both orange juice and grapefruit juice not-from-concentrate and frozen concentrate to the USDA/AMS contact.

EMRD worked closely with the University of Florida/Institute of Food and Agricultural Sciences Economic Impact Analysis Program on research, headed by Dr. Christa Court, to provide key information for the update to the Economic Contributions study.

Additionally, EMRD performed activities related to the requirements set forth in F.A.C. Rule Chapter 20-3, “Citrus Fruits Dealers,” including the publication of a weekly processor statistics report and the post estimate fruit price reports. The department maintained a confidential processor statistics database and network sources and implemented the process of data migration into SQL server to ensure the security of the data and to enable the team to respond to ad hoc industry data requests in a timely manner. The department met periodically with the Processing Statistics Reporting Advisory Committee to provide updates and seek guidance on new trends in reporting.

SCIENTIFIC RESEARCH

In 2021-22, the Scientific Research Department (SRD) continued to focus on the health benefits of Florida Citrus, with an emphasis on Florida Orange Juice. This included the funding or completion of seven studies resulting in seven journal articles or manuscripts. Those studies are highlighted below:

- Completed a longitudinal study on orange juice consumption and its effect on weight and health measurements of children.
 - Resulted in one additional publication for an overall total of four manuscripts for this completed project.
- Completed a systematic review and gap analysis on orange juice and its effect on inflammation and oxidative stress biomarkers.
 - Resulted in one publication and a presentation at a national conference for registered dietitians
- Completed a large clinical trial on the effects of orange juice and hesperidin on cardiovascular disease risk funded in 2015-18.
 - Resulted in three publications for an overall total of four publications for this completed project.
- Completed work on a clinical trial focusing on the effects of grapefruit juice and cardiovascular health in women funded in 2009-2012
 - Resulted in one publication for an overall total of 2 publications for this project
- Work and funding completed on a data analysis study evaluating nutrient density scoring of 100% OJ as related to similar foods.
 - Resulted in one manuscript for publication
- Continue funding two new clinical trials investigating the effects of 100% OJ consumption on:
 - Skin health in women.
 - Appetite, food intake, glycemic response, and mood.

The Scientific Research Advisory Committee met during the year to assist staff in continuing development of the plan for the SRD nutrition research program.

SRD continues its partnerships and collaborations with several outside entities. Our membership with the Institute for the Advancement of Food and Nutrition Sciences allows us to serve on the Cognitive Health Committee with a focus on bioactives to help drive and fund research in that area. FDOC is also a member of the International Fruit and Vegetable Juice Association (IFU) and SRD staff serve on the Nutrition Working Group within this organization to also advance fruit juice research globally. Additionally, SRD continues to serve on the Nutrition Committee for the Juice Products Association (JPA) and works closely with the committee concerning JPA-funded research as well as health professional and consumer outreach. SRD staff also serves on JPA's Women, Infants, and Children (WIC) subcommittee. FDOC also participated in both in-person and virtual nutrition meetings and conferences throughout the year. SRD also collaborated with other outside entities. This included work on citrus greening disease-based projects with the faculty at UF/IFAS Citrus Research and Education Center.

On the policy front, the process for 2025-2030 Dietary Guidelines for Americans has begun and SRD continues to follow and report on that activity. In addition, the WIC program is under review and SRD is monitoring that progress in order to provide science-based evidence for keeping 100% fruit juice in the allowances.

SRD staff also assisted the Global Marketing Department with developing nutrition- and health-focused messaging, including updating key health information on FDOC websites, and shared educational information with health professionals in support of the public relations programs.

SRD Publications:

Valls RM, Pedret A, Calderon-Perez L, Llauro E, Pla-Pagà L, Companys J, Moragas A, Martin-Lujan F, Ortega Y, Giralt M, Rubio L, Canela N, Puiggros F, Caimari A, Del Bas JM, Arola L, Sola R. Hesperidin in orange juice improves human endothelial function in subjects with elevated blood pressure and stage 1 hypertension: A randomized, controlled trial (Citrus study). *J Func Foods*. 2021;85:104646. Published Online: Jul 23, 2021.

Pla-Pagà L, Pedret A, Valls RM, Calderón-Pérez L, Llauro E, Companys J, Martín-Luján F, Moragas A, Canela N, Puiggròs F, Caimari A, Del Bas JM, Arola L, Solà R, Mayneris-Perxachs J. Effects of hesperidin consumption on the cardiovascular system in pre- and stage 1 hypertensive subjects: targeted and nontargeted metabolomic approaches (CITRUS Study). *Mol Nutr Food Res*. 2021;65(17):e2001175. Published Online: Jul 17, 2021.

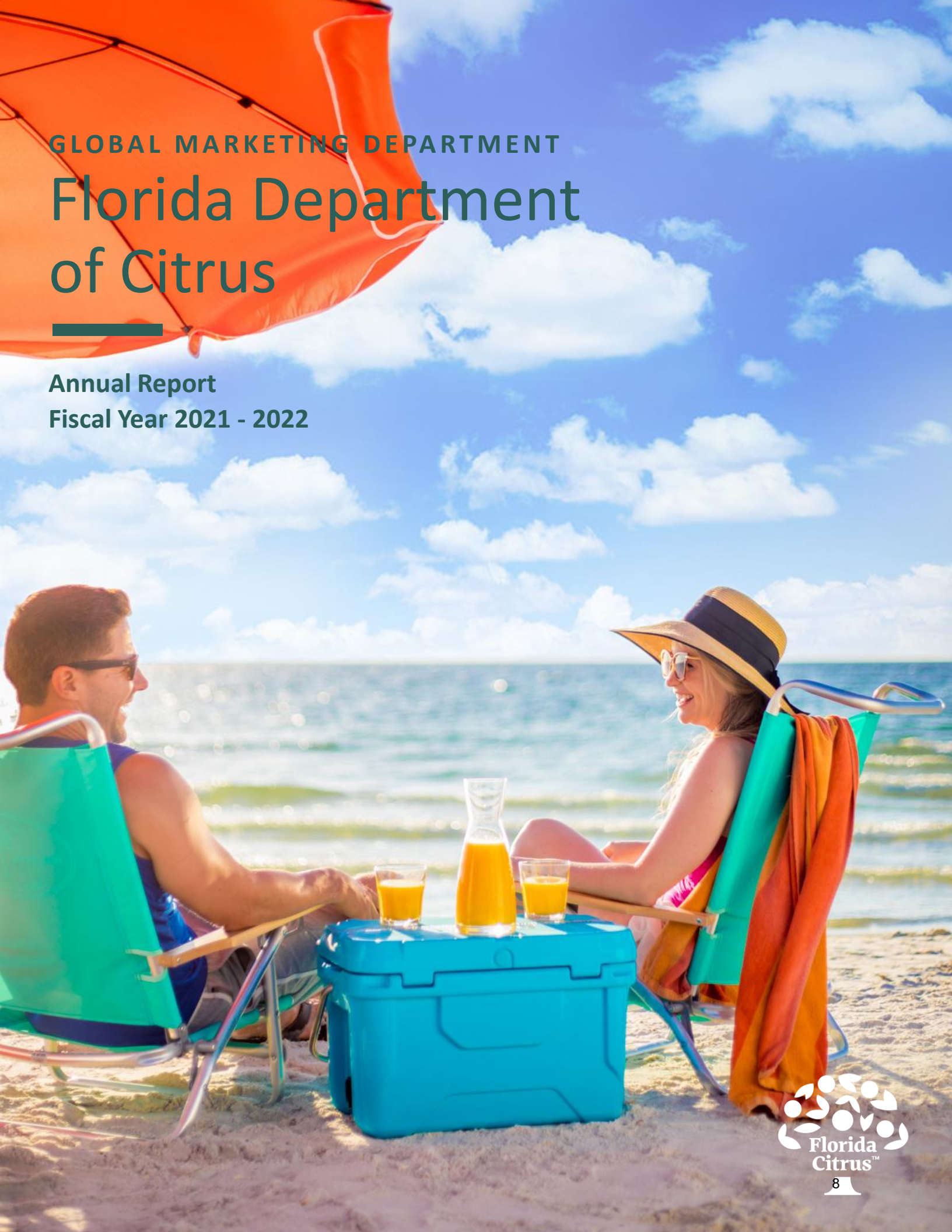
Pla-Pagà L, Valls RM, Pedret A, Calderón-Pérez L, Llauro E, Companys J, Domenech-Coca C, Canela D, Del Bas JM, Caimari A, Puiggròs F, Covas MI, Arola L, Solà R. Effect of the consumption of hesperidin in orange juice on the transcriptomic profile of subjects with elevated blood pressure and stage 1 hypertension: a randomized controlled trial (CITRUS study). *Clinical Nutrition*. 2021;40(12):5812-5822. Published Online: Oct 21, 2021.

Cara KC, Beauchesne AR, Wallace TC, Chung M. Effects of 100% orange juice on markers of inflammation and oxidation in healthy and at-risk adult populations: a scoping review, systematic review,

and meta-analysis. *Adv Nutr*. 2022;13:116–137. Published Online: Oct 11, 2021. Also presented as a poster at 2021 FNCE meeting (virtual).

Krga I, Corral-Jara KF, Barber-Chamoux N, Dubray C, Morand C, Milenkovic D. Grapefruit juice flavanones modulate the expression of genes regulating inflammation, cell interactions and vascular function in peripheral blood mononuclear cells of postmenopausal women. *Front Nutr*. 26 May 2022. | <https://doi.org/10.3389/fnut.2022.907595>.

Sakaki JR, Gao S, Ha K, Chavarro JE, Chen M-H, Sun Q, Hart JE, Chun OK. Childhood beverage intake and risk of hypertension and hyperlipidemia in young adults. *Int J Food Sci Nutr*. 27 Jun 2022. doi: 10.1080/09637486.2022.2091524.



GLOBAL MARKETING DEPARTMENT

Florida Department of Citrus

Annual Report
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GLOBAL MARKETING DEPARTMENT

Domestic Orange Juice Marketing

FY 2021-2022 PROGRAMS





Florida Orange Juice Marketing Programs

Campaign Overview

Driving awareness and sales of Florida Orange Juice throughout the FY2020-2021 season, The Florida Department of Citrus (FDOC) leaned into eCommerce to target "lapsed" and "light-lapsed" customers with infrequent purchases of OJ.

"The Original Wellness Drink," health and wellness messaging, and the campaign continues to leverage real-time insights and data on evolving behaviors of consumers post-pandemic to create customized content that is engaging and authentic.

The tactics supporting the campaign included:

- Messaging focused on the nutritional benefits of 100% orange juice, highlighting hydration, immune system support, and heart health during key moments throughout the year.
- Promoted content with existing and new eCommerce partners (Instacart, Kroger, Quotient family of stores, and Walmart).
- Fresh creative delivered through video content on website and key video channels (YouTube, Amazon Video, In-Airport Video / ReachTV, etc.)
- Engaging content delivered through social channels (Facebook, Instagram, TikTok and Pinterest).
- Influencer partnerships drove awareness and brand engagement with target audiences across social platforms.
- Through trusted RD voices, earned media placements secured an increased consumer preference for Florida Orange Juice throughout the year.
- Issues management programs and partnerships with industry allies combatted issues and educated audiences to prevent misinformation on orange juice-related topics.
- Shopper marketing programs focused on creating awareness with consumers in retail.





Driving Florida Orange Juice Sales

Campaign Results

In FY2021-2022, the FDOC drove more than \$71 million in attributed sales of Florida Orange Juice through its eCommerce program.

The program delivered a Return On Ad Spend (ROAS) of \$11.96* indicating a strong measure of success for Florida Orange Juice sales. Nielsen results continue to show consumers are moving back to Orange Juice with U.S. OJ retail sales at pre-2019 levels.

All marketing efforts resulted in reaching more than 2.5 billion impressions with Florida Orange Juice messaging.

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

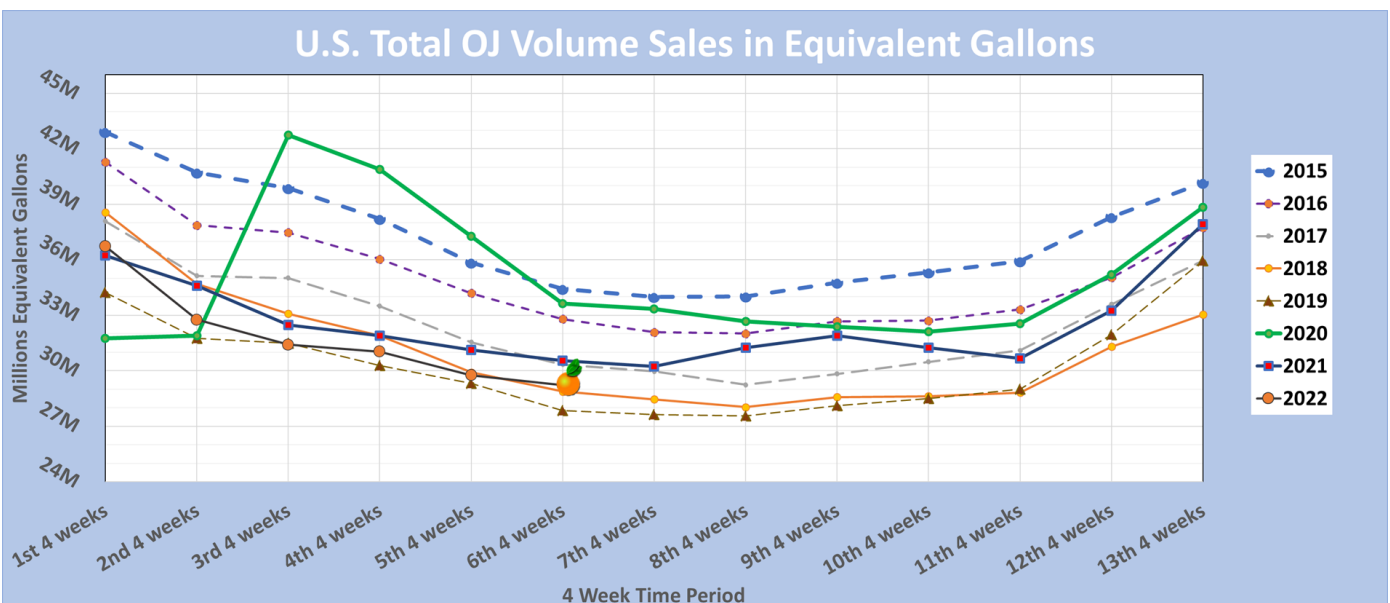


\$71,084,351
ATTRIBUTED SALES

2,536,620,591
CAMPAIGN IMPRESSIONS

\$12.01
CAMPAIGN ROAS

U.S. Orange Juice Nielsen Retail Sales above 2018 & 2019 Levels 4-week period ending 06/18/22



Data Source: 2019-2022, FDOC Custom Database – Nielsen Answers on Demand (AOC)

* June 25, 2022 is the last day reported

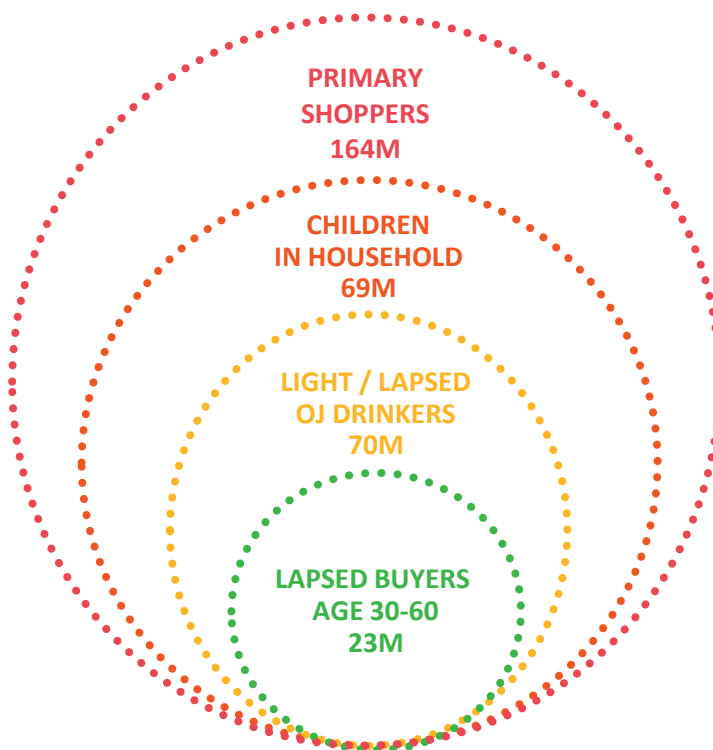


Engaging Target Audiences

The Lapsed OJ Buyer

During 2021-2022 fiscal year, the FDOC's marketing program began targeting both "light" and "lapsed" OJ buyers/drinkers. These audiences feature consumers who purchase a light amount of 100% orange juice or have lapsed in their OJ purchases and indicate interest in drinking a healthy beverage. As the year progressed, the lapsed buyer audience shrunk, and the light buyers grew, resulting in an adjustment to the program focusing more on the light buyers to increase their Florida Orange Juice purchasing frequency.

Throughout the year, the team learned more about light buyers and the behavioral and cultural changes influencing their purchasing decisions. With pricing shifts, production challenges, and pandemic work and life habits becoming a long-term reality, the lifestyle moments that trigger purchase decisions reflect the current day. The FDOC team used insights to inform FLOJ content that stemmed from each of the three audience modes.



U.S. ADULTS

SOCIAL MODE 25.8 Million

Family-focused consumers who live in diverse households with children are triggered to purchase when they're entertaining their family and friends.

- Over index on "using food to bring family together"
- Agree that "my friends and family are the most important things in my life"
- Entertain at least a few times a month
- Socialize via video games (113x) and board games (116x)
- Agree that juggling family and work demands is very stressful (140x)
- Say they are spending more time socializing as a family (122x)

WELLNESS MODE 33.7 Million

Busy, hard working consumers with little time to focus on wellness and self-care are triggered to purchase when they are looking to do something good for themselves

- Describe themselves as "headful of wellness"
- 51% say their primary focus in life is to be happy
- 25% are exhausted by health trends
- 65% are eating more healthy foods
- Spending more time cooking (115x)
- Meditating via an app (120x)
- Use natural well-being supplements (110x)

WORK MODE 41.3 Million

At home workers battling burnout and competing demands from work and family; triggered to purchase when they need a pick-me-up.

- Describe themselves as creatures of habit
- 56% sit down for breakfast daily
- Work from home at least one day a week
- Over index on usage of mobile ads and apps (113x)
- Value taking short breaks throughout the day (126x)
- Say juggling work and family demands is a work from home challenge (113x)



The Original Wellness Drink

Creative Campaign

Building on the momentum from the FY2020 – 2021 campaign, the team continued the “The Original Wellness Drink” campaign focused on sharing health and wellness messaging with core consumers.

The FDOC team reviewed insights and consumer behaviors to create custom content to speak directly to the audience. The content focused on creating preference for Florida Orange Juice and increasing awareness of 100% OJ’s nutritional benefits.

The campaign featured compelling content with direct call-outs and links to eCommerce partners, providing a clear call-to-action that led consumers to make purchases.

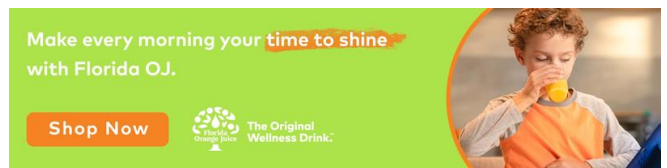
The team leveraged real-time data to guide a cross-platform content strategy with each channel having a specific purpose.

Additionally, the content was customized for key moments in time including Back to School, Winter Wellness, National Heart Health Month, National Nutrition Month, Spring Break, National OJ Day and Summer Hydration.

The campaign messaging focused on the nutritional benefits of 100% OJ, highlighting hydration, immunity support and health benefits. Imagery, graphic styles and copy were refreshed monthly, and all tested across platforms to determine what types of content resonated best with audiences.

In total, over 600 pieces of content were created in 2021-22 to support “The Original Wellness Drink” campaign.

- Promoted content with eCommerce partners (Kroger, Instacart, and Walmart), and delivered content through key social channels (Facebook, Instagram and Instagram Reels, and Pinterest).
- Created monthly organic content calendars to focus on building the community, in addition to monthly paid media flights across all channels. Plus, launched a new channel for Florida Citrus on Instagram and Facebook.
- Developed content for website updates, and other brochure, print and merchandise. A content partnership with illustrator and influencer, Lauren Hom, generated over 15 unique assets celebrating “The Original Wellness Drink.”





Supporting Messages

The Florida Difference

Supporting the "The Original Wellness Drink" campaign helped to further connect the "Florida Difference" with audiences. The team focused on sharing content and messaging connecting Florida Orange Juice to our audience's love and appreciation for the state of Florida, highlighting the expertise of Florida growers and celebrating the Sunshine State.

The Florida Difference content allowed the team to connect authentically with our audiences across social, eCommerce, and entertainment channels, with a heavy emphasis on Florida tourism. The team also launched sought-after content on Pinterest and Instagram Reels. "The Original Wellness Drink" recipes delivered new and creative ways to bring Florida OJ into consumers' everyday habits beyond just one glass with breakfast.

"The Original Wellness Drink" campaign also showcased the Florida Difference through content supporting key moments like back-to-school, winter wellness, and summer hydration. The FDOC team hosted three content shoots throughout 2021-22, developing a media library of videos and still imagery spotlighting Florida OJ's best qualities. This new collection of content builds on a bank of previous shoots, offering fresh options for digital, social, eCommerce, influencer, and earned media activities heading into 2022-23.



**The Original
Wellness Drink.™**





Performance Marketing & eCommerce Activations

Digital Audience Engagement

Building on the success of the 2020-21 campaign, FDOC continued its two-pronged goal of creating preference for Florida Orange Juice and driving attributable sales through a performance marketing campaign. Performance Marketing programs are online marketing and advertising programs that use data to target key audiences to take a specific action and support eCommerce programs.

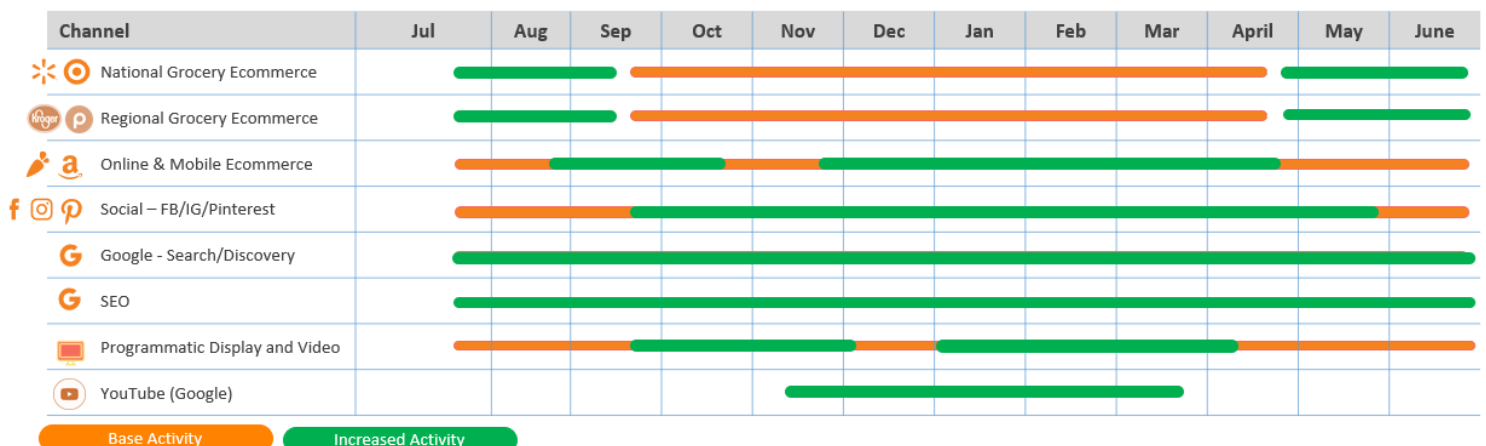
The digitally led and highly-targeted integrated marketing program featured new content to support “The Original Wellness Drink” campaign and a series of tactics designed to reach the target Light/Lapsed Buyer:

- eCommerce partnerships with Instacart, Walmart, and Kroger
- Social media engagement through Facebook, Instagram, and Pinterest
- Display (banner ads) on key websites
- Video ads through OTT and YouTube
- Paid search and Google Discovery
- Influencer activities and F&B Community partnerships

FDOC developed a campaign taking consumers through the entire path to purchase. Social ads were used to generate awareness, along with Google Search and Discovery, guiding consumers to the consideration phase of the purchase funnel. Once consumers were ready to convert, the eCommerce tactics led to purchases of Florida Orange Juice.

Strategic flighting of Performance Marketing and eCommerce dollars played an important role in driving awareness and sales by increasing exposure of FDOC’s messaging during key seasonal moments. During softer sales periods, FDOC focused on keeping Florida Orange Juice top-of-mind and in consumers carts, both in-store and online.

Insights and data were leveraged to continue optimizing content and tactics, ensuring target consumers were reached through the optimal digital channels to influence purchasing decisions. An agile and fluid approach lead to countless optimizations but within channels and across channels to drive a significant volume of sales and impressions.





Connecting Across the Path to Purchase

The Path to Purchase



Going into FY22, the path to purchase became more integrated and shorter than ever before. What used to take consumers weeks now takes minutes. Building off consumer behaviors, the FDOC team activated a design plan across the entire path to purchase, combining awareness and eCommerce tactics to achieve our most robust short-term and long-term results.

Balancing how Florida Orange Juice shows up across the path to purchase and with the intent to drive both awareness and sales, FDOC partnered with social channels, video channels, display channels, and eCommerce channels.

Each channel provided rigorous alignment for staging the path to purchase, activating specific goals and objectives.

Additionally, the team deployed tactics that could be easily updated and adjusted based on consumer behaviors across the path to purchase.

Strategic Channels

Awareness

Focused on driving preference of Florida Orange Juice by educating consumers on the Florida Difference.



Consideration

Increased traffic to FDOC's Retailer Landing Page to encourage users to purchase.



Purchase

Meet Consumers where they are shopping for OJ and similar goods to drive incremental purchases.



Post Purchase

Ensure Florida Orange Juice is top of mind during post-purchase evaluation.



Repeat Purchase

Encourage Consumer loyalty to keep coming back to FLOJ retargeting tactics.





eCommerce: Walmart and Instacart

The FDOC was successful in not only reaching but exceeding the 2021-22 eCommerce goals. Through eCommerce partners (Walmart, Instacart, Kroger, Amazon, Target, and Quotient), the FDOC drove more than \$71 million in attributable sales of 100% orange juice with a ROAS of \$12.01 (+218.4% target ROAS).

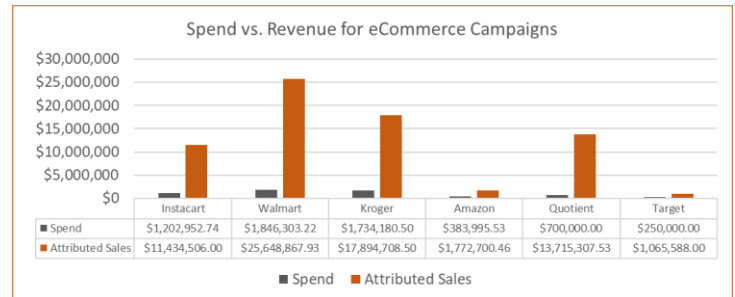
The team worked closely with the EMRD team to identify Florida Orange Juice UPCs to ensure programs were driving sales of Florida products.

Walmart

Continuing a partnership from the previous year, the FDOC worked with Walmart to reach users during the peak of the pandemic with the number one grocer in the U.S. Walmart offered access to a large consumer base to promote the nutritional benefits of Florida OJ in an eCommerce storefront.

Through Walmart, the FDOC reached lapsed OJ buyers as consumers engaged with delivery and pick up services.

Consumers were directed to a custom FDOC landing page featuring Florida OJ products. Display ads have been the key driver of success with Walmart, being our highest producing activation.



Instacart

Since the introduction of Instacart, which services multiple retailers including Publix, in January 2020, the platform has been instrumental in driving sales of Florida Orange Juice.

FDOC saw strong performance coming from Instacart over the past year particularly through the display ads on the homepage which closely connect with lapsed buyers and drive sales of Florida OJ during their shopping experience.

FDOC also introduced two new activations to the program, search keyword banners and impulse ads. The two new activations gave FDOC two more opportunities to engage audiences along their path to purchase.

WALMART RESULTS

\$25.6M

WALMART ATTRIBUTED SALES

280M

CAMPAIGN IMPRESSIONS

\$13.89

ROAS

INSTACART RESULTS

\$11.4M

INSTACART ATTRIBUTED SALES

63.9M

CAMPAIGN IMPRESSIONS

\$9.51

ROAS



eCommerce: Kroger and Amazon

Kroger

Kroger played a pivotal role in this year's success becoming the second highest sales performer of the program.

The FDOC program with Kroger reached more than 154 million lapsed OJ buyers resulting in more than \$17.8 million in attributed sales of Florida OJ. FDOC not only targeted the lapsed buyer through onsite and offsite ads but introduced Kroger branded Pinterest ads as well.

With stores in more than 35 states, Kroger provides an opportunity for the FDOC to reach a regional audience. Lapsed OJ buyers were targeted utilizing Kroger's first-party shopper data and contextual targeting. FDOC messaging on the health benefits and Florida origin resonated with the audience.



RESULTS

\$17.8M

KROGER ATTRIBUTED SALES

154.1M

IMPRESSIONS

\$10.32

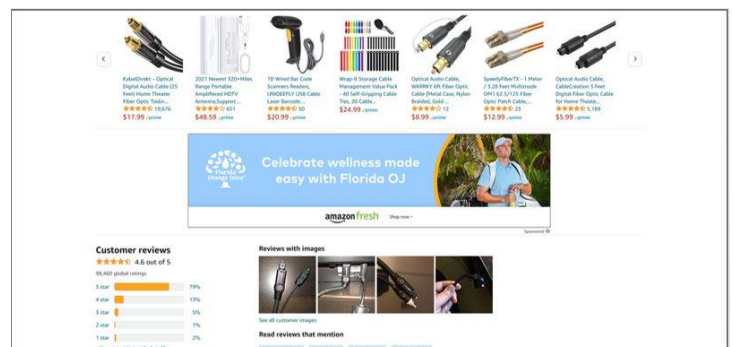
ROAS

Amazon

The FDOC campaign utilized Amazon's massive eCommerce platform to reach the lapsed buyer. Amazon offers partners with an extensive amount of first-party data which allowed the team to explore new ways to connect with lapsed buyers.

The FDOC was able to increase brand awareness with the use of Amazon's OTT, engage with shoppers through the fire tablet immersive ads, and drive shoppers to add Florida OJ to their baskets through Amazon Display.

The Amazon campaign saw strong efficiency with an overall ROAS of \$10.50. Amazon's ability to reach shoppers at multiple touchpoints and retarget them were the keys to driving great results through Amazon.



RESULTS

\$1.77M

AMAZON ATTRIBUTED SALES

24.5M

IMPRESSIONS

\$4.62

ROAS

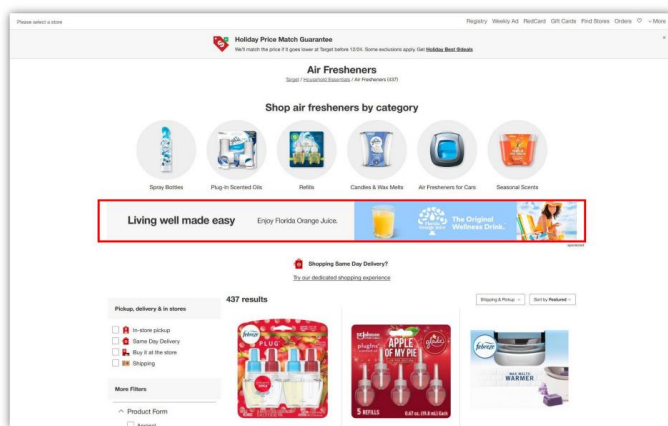


eCommerce: Target and Quotient

Target

Target is a big-box retail partner that FDOC incorporated into the program to reach additional lapsed OJ drinkers during the holiday season.

Target allowed the team to use first-party shopper data to reach the lapsed buyer through display ads across their platform. Throughout this seasonal campaign Target did not drive high efficiency (\$4.23 ROAS) making them the lowest performing vendor of the program.



RESULTS

\$1.06M

TARGET ATTRIBUTED SALES

17.9M

IMPRESSIONS

\$4.23

ROAS

Quotient

To engage the lapsed buyer on a regional level the FDOC partnered with Quotient, an aggregate company representing both Albertson's and Ahold Delhaize retailers such as Safeway, Stop & Shop, and Giant. The partnership offered FDOC access to unique data helping FDOC reach shoppers through mobile devices and digital-out-of-home.

Digital-out-of-home served as an awareness driver, displaying FDOC ads across Quotient owned digital screens at gas stations, bus stations, gyms, and more to audiences within a specified radius of designated retailers.

Quotient's mobile offering enabled the FDOC to reach shoppers as they built their baskets directly on their mobile devices for pick-up and delivery services. The mobile campaign drove a campaign ROAS of \$19.59 showing the power of mobile engagement with shoppers.



RESULTS

\$13.7M

QUOTIENT ATTRIBUTED SALES

104.8M

IMPRESSIONS

\$19.59

ROAS



Performance Marketing: Paid Search

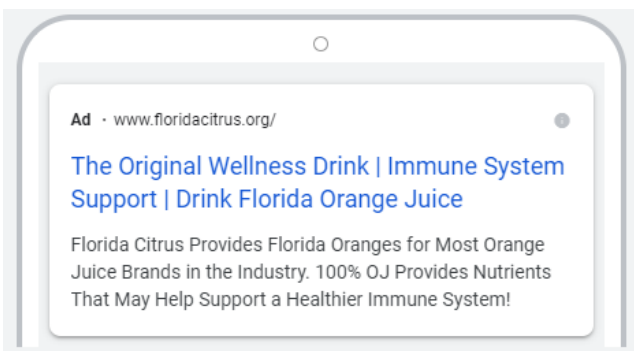
Search Engine Marketing

Paid search played a critical role in championing Florida Orange Juice, promoting preference for Florida, and guiding consideration for in-market consumers. Paid search can reach every audience based on searchable intent and customized advertising copy.

Through paid search, the FDOC helped educate decision-making consumers about the benefits of Florida OJ and influence consumer awareness and consideration for purchasing Florida OJ.

Additionally, paid search reminded lapsed buyers of Florida OJ and encouraged loyalty through re-marketing to consumers who previously showed interest in our products.

- Paid Search campaign restructure proved efficient at driving engagement as the restructure **drove a 17% increase in CTR and a 95% increase in Conversion Rate YoY.**
- A revised sitelink extension approach allowed FDOC to exceed expectations by driving **75% higher CTR, and a 78% higher Conversion Rate**, than the previous sitelinks provided.
- Newly updated advertising copy improved efficiency at driving user intent actions, **creating a 25% higher conversion rate** than the previous ad copy.



Ad · floridacitrus.org/floj101/amazinginside ▾

Florida Orange Juice | A Great Source of Vitamin C

Florida Orange Juice Is Rich In Vitamin C Which May Help Your Immune System Stay Healthy! The Original Wellness Drink of Florida Orange Juice. Visit Our Site To Learn More! 100% Florida Orange Juice. 100% Florida OJ. Original Wellness Drink. Rich in Vitamin C.



726K

PAID SEARCH IMPRESSIONS

27K

PAID SEARCH CLICKS

3.72%

PAID SEARCH CLICK THROUGH RATE (CTR)

7.5%

PAID SEARCH CONVERSION RATE (CVR)



Performance Marketing: Airport Display

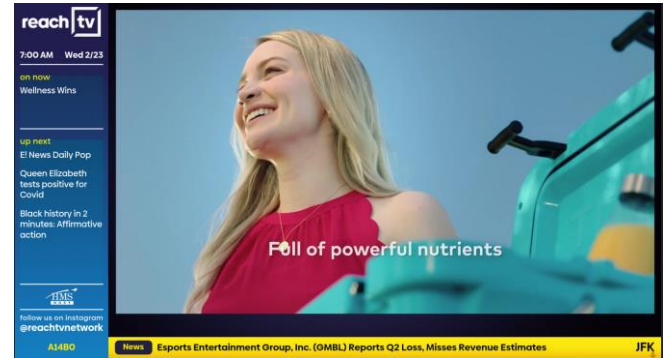
Targeted Airport Awareness

ReachTV is a new partner for FDOC offering activations across major airports to reach audiences during peak travel periods of the year while promoting nostalgia of Florida OJ.

FDOC activated a holiday campaign across major airport hubs (NY, Chicago, Philly, Atlanta, Orlando, Dallas, Minneapolis, Tampa, DC, Detroit).

Based on the success of this activation, FDOC added a Spring Break campaign in Q3. Both campaigns drove strong results, **reaching travelers more than 10 million times** with highly visual video content running across these targeted airport placements.

These ReachTV placements provide consumer awareness of the health benefits of Florida OJ as they venture to and from major Florida hubs, keeping FLOJ top of mind for purchase.



RESULTS

10.17M

IMPRESSIONS

\$25

COST PER THOUSAND (CPM)

Atlanta **Dallas/**
Chicago **Ft Worth**
O'Hare

AIRPORTS WITH HIGHEST
IMPRESSION VOLUME

KEY AIRPORTS

- Orlando
- Tampa
- Atlanta
- Chicago
- Charlotte
- Dallas
- Jacksonville
- Detroit
- Minneapolis
- New York
- Philadelphia
- Washington
- Miami
- Ft. Myers



Performance Marketing: Digital Video

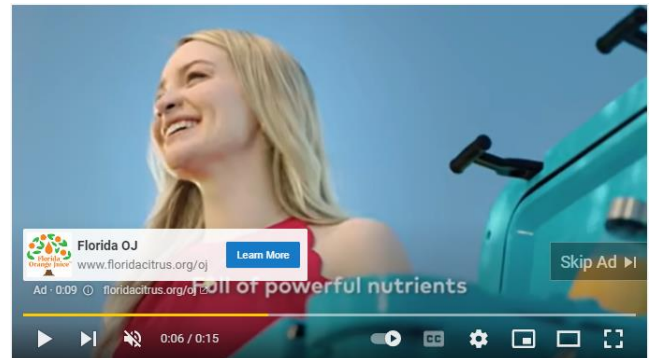
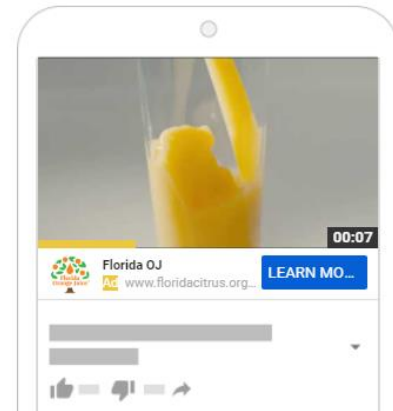
Digital Video & OTT

Audiences continue shifting attention away from traditional television and supplementing it with streaming. Digital video and over-the-top television (OTT) have recently experienced exponential growth among the FDOC's target audience.

Since the COVID-19 pandemic, there has been a significant increase in streaming content across devices as consumers are still spending more time in their homes.

To support eCommerce tactics, the FDOC ran "The Original Wellness Drink" anthem videos, targeting lapsed shoppers via key OJ programming. The goal was to keep Florida OJ top of mind with the lapsed buyer audience via creative content based on their preferred web-shopping experience. Through Amazon, we delivered **over 7 million Impressions at a 98% view rate**.

Our holiday Youtube campaign also captured consumers' attention from the start of their selected streaming content, driving almost **18 million Impressions** and over 3 million video completions at an impressive \$0.02 CPV.



RESULTS

25.4M

VIDEO IMPRESSIONS

10.25M

VIDEO VIEWS





Performance Marketing: Web Display

Digital Targeted Awareness

Looking to reach more consumers, FDOC added new Awareness partners to the program with great success last year, including off-site programmatic display ads through The Trade Desk. These campaigns allowed the team to meet consumers where they are online to drive preference of Florida OJ and promote purchase consideration.

The display ads delivered **roughly 200 million total Impressions**, and we ended the year with the launch of pilot tests for new ecommerce partnerships that allow us to use Target and Kroger first party data to reach additional relevant Lapsed Buyers online to promote the purchase of FLOJ. These activations resulted in over **\$278K influenced sales**.

RESULTS

181.2M

DISPLAY IMPRESSIONS

\$2.79

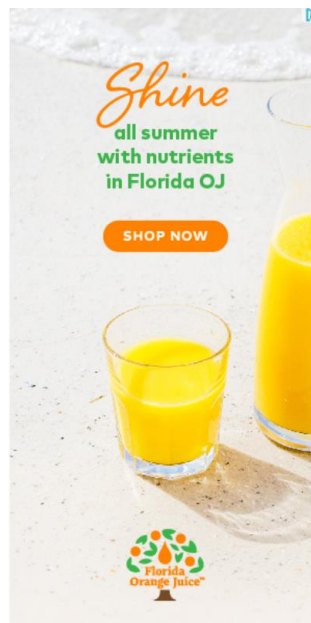
AWARENESS CPM

322.9K

DISPLAY CLICKS

\$278.3K

INFLUENCED SALES





Performance Marketing: Paid Social

Facebook and Instagram

The FDOC team optimized campaigns to continue reaching lapsed OJ shoppers by leveraging consumer insights and additional behavioral data from Liveramp and social channels Facebook, Instagram, and Pinterest.

Social activations drove awareness and purchase intent through content highlighting Florida origin and nutrition messaging on social media channels. These channels allowed the team to share customized content with key consumers and relevant audiences.

Participating audiences engaged with social media to shop via the FDOC eCommerce landing page. When relevant, social content included call-to-action buttons to help influence shoppers to make online Florida OJ purchases.

Facebook activations gained more than **178 million impressions from Lapsed Buyers** and featured a **campaign click-through rate of 0.65%**, higher than industry standards by about 69%, indicating a relevant target audience for creative content.

FB/IG RESULTS

178M

IMPRESSIONS

\$5.20

COST PER THOUSAND (CPM)

\$1.08

COST PER CLICK (CPC)

0.65%

CLICK THROUGH RATE (CTR)

The collage displays several social media posts from the Florida Orange Juice (Default) account. The posts include:

- A post with a blue background and white text: "Don't Forget to HYDRATE The ORIGINAL Wellness DRINK".
- A post with a white background and orange text: "The Original Wellness Drink. Shop the cold and flu recov...".
- A post with a green background and white text: "Take a second home with you".
- A post with a white background and orange text: "Buy Florida Orange Juice".

A large orange arrow points from the top posts down to the e-commerce page, labeled "CLICKS TO RETAIL".



Performance Marketing: Paid Social

Pinterest

Pinterest also leveraged the consumer insights and behavioral data provided by platform and Liveramp, allowing the FDOC optimized tactics-like type of ad and creative swaps- to continue reaching relevant lapsed buyer audiences.

Pinterest activations gained more than **37 million Impressions** and featured a **campaign CPC of \$1.90**, which helped relevant audiences gain Awareness of the benefits of Florida Orange Juice.

PINTEREST RESULTS

37M

IMPRESSIONS

0.23%

CLICK THROUGH RATE (CTR)

\$4.36

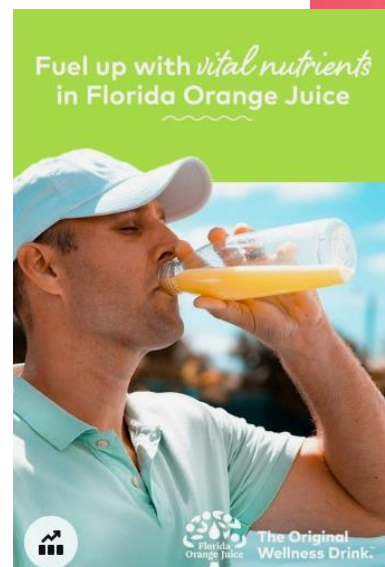
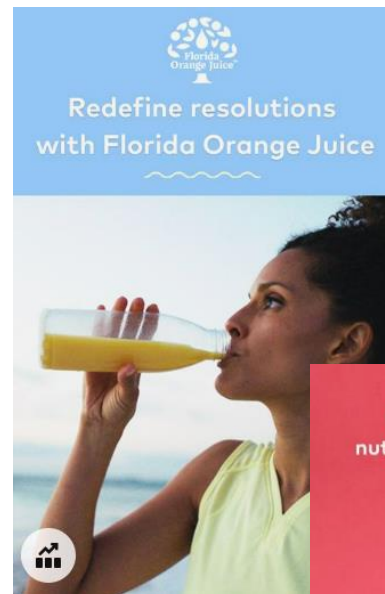
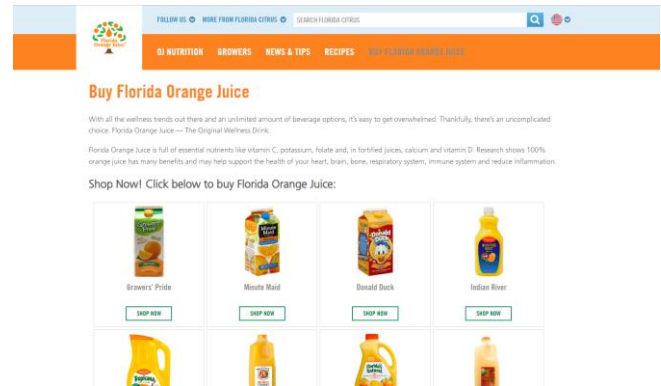
COST PER THOUSAND (CPM)

\$1.90

COST PER CLICK (CPC)

85K

PIN CLICKS





Organic Social Media Channels

In 2021-22, FDOC leveraged Facebook, Stories, Instagram, Reels, Twitter, and Pinterest to promote immediate awareness and increase preference for Florida Orange Juice.

Content centered on “The Original Wellness Drink,” recipes, the Florida Difference, nutrition content, and campaign moments such as Back-to-School, Winter Wellness, National Heart Health Month, National Nutrition Month, Spring Break, National OJ Day, and summer hydration, in addition to seasonal holiday posts.

Daily social monitoring reports lent themselves to an increased presence and engagement within our community on each channel. FDOC frequently replied to comments, fielded questions sent via direct messages, reshared posts, tweets, and stories that highlighted Florida Orange Juice positively, and provided recommendations on real-time and quick-turn social engagements. FDOC also successfully sent Florida Orange Juice mailers to members of our community identified as influential to the core audience, which earned nearly **449K impressions** from recipients sharing mailers to their personal channels.



RESULTS

36M

Reach

63.2% YoY increase on Facebook

74% YoY increase on Instagram

138K

Profile visits

84.3% YoY increase on Facebook

20.7% YoY increase on Instagram

28.3K

Video plays on top 3 Reels



*Note, reach indicates how many individuals were reached by the content.



Influencer Partnerships

As influence marketing continues to evolve and allow for new and exciting ways to reach consumers authentically, they serve as trusted, credible voices for consumers to learn about their favorite products. In 2021-2022, FDOC leveraged influencers to drive engagement and generate awareness of Florida Orange Juice products and nutritional messaging, authentically inserting Florida OJ into various content, including new social media deliverables published on TikTok.

FDOC reached lapsed and light OJ buyers through a diverse group of influencer partners, including registered dietitians, lifestyle influencers, and recipe creators.

Influencers drove 7.2M+ impressions (~7x more than in FY2020-FY2021) and 235K+ engagements (4x more than in FY2020-FY2021).

Influencer content aligned to key moments in time throughout the year that allowed Florida OJ into relevant conversation themes:

- Back to School
- Winter Wellness
- National Nutrition Month
- National OJ Day
- Summer Hydration
- Real-Time Trend Campaign

RESULTS

19

INFLUENCER PARTNERS

77+

UNIQUE PIECES OF CONTENT

7.2M+

IMPRESSIONS

3.23%

ENGAGEMENT RATE *

235K+

SOCIAL ENGAGEMENTS

23K

BLOG VIEWS

*F&B Industry Standard Engagement Rate = 3%

Ready for School



Winter Wellness

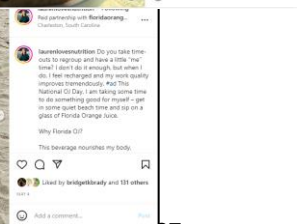


National Nutrition Month

Breakfast Board

If you guys have been following me on Instagram, you'll know that I absolutely love snack boards of any kind. They're the perfect meal to throw together when you're indecisive. Plus, they're a great way to pack in tons of different nutrients!

This delicious breakfast board truly has it all. It's packed with protein, fiber, fats, and has the perfect combination of sweet and savory.





Influencer Partnerships: Video Content

TikTok

With video content continuing to rise in popularity, FDOC included TikTok posts as a priority social deliverable for the first time in FY2021-2022.

Results indicated the importance of prioritizing this as a channel moving forward, with just 4 influencer posts driving **4.2M+ combined paid/organic impressions** across the National OJ Day and Summer Hydration activations. Influencer partners with TikTok included:

- @rosalynndaniels
- @thechutneylife
- @primalgourmet
- @veggiesandchocolate

TIKTOK RESULTS

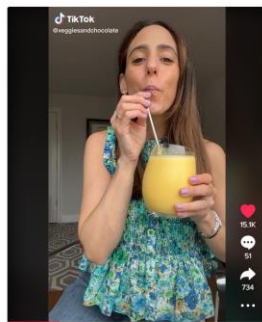
7 TIKTOK POSTS

4.2M+ IMPRESSIONS

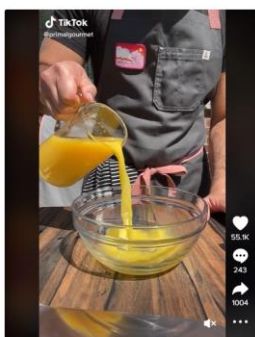
70.3K ENGAGEMENTS



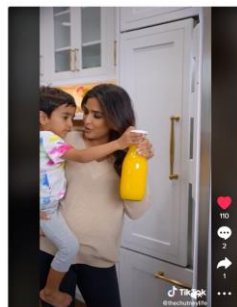
#ad Celebrate National OJ Day with a glass of Florida Orange Juice, the original wellness drink. Enjoy nutrients that help support your immune system & enhance your hydration and water intake by enjoying a serving of #FloridaOJ today! #NationalOJDay



Just 4 simple ingredients for this nutritious and refreshing summer smoothie, and it tastes like a chemical! #theoriginalwellnessdrink #FloridaOJ #ad #theoriginalwellnessdrink



Grilled Mojo Chicken with Florida Orange Juice #FloridaOJ #TheOriginalWellnessDrink #ad



#ad Happy #NationalOJDay! I've had a major citrus craving this pregnancy, so this couldn't be better timing! Florida Orange Juice provides nutrients including vitamin C, potassium, and folate! While I try to include Shamu in all the things I've gotta get done, we both end up needing a break, which is usually a nice cold glass of #FloridaOJ.

Instagram Reels

As Instagram continued to prioritize video content, FDOC ensured influencer partners provided Instagram Reel deliverables, optimized to drive strong impressions and engagements.

Influencers created **18 recipe and lifestyle focused Instagram Reels** highlighting unique ways to enjoy Florida OJ whether it be part of their morning routine or the key ingredient in a delicious recipe.

The engagement rate for IG Reel content sat at **7.5%, well above the F&B Industry Standard Instagram Engagement Rate of 3%**. Cross promoting Instagram Reels to TikTok delivered additional impressions, showcasing the strong ROI of video content.

IG REELS RESULTS

18 IG REELS POSTS

2.1M+ IMPRESSIONS

157.9K ENGAGEMENTS

7.5% ENGAGEMENT RATE





Influencer Partnerships: Paid Social

The FDOC paid social marketing efforts delivered more than **14.4 million impressions through the amplification of influencer content** from activations across multiple social platforms including Instagram, Facebook, TikTok, and Pinterest. These paid social campaigns complemented influencer content and brought in additional Awareness KPIs for influencer campaigns.

Through the paid social marketing efforts, FDOC was able to meet Florida Orange Juice consumers on the social platforms that they already frequent, targeting similar users and retargeting audiences, increasing overall awareness.

Pilot programs for influencer amplification were tested on Pinterest and TikTok. The success of the tests aided in informing future paid social strategy.

Influencer paid social activations gained more than **14 million impressions** indicating a relevant target audience for influencer creative content.

Facebook/Instagram

FDOC influencer amplification on Facebook & Instagram resulted in **more than 9M impressions and a \$3.01 CPM**, supporting the idea that placing paid support behind influencer content helps to amplify awareness among Florida Orange Juice consumers.

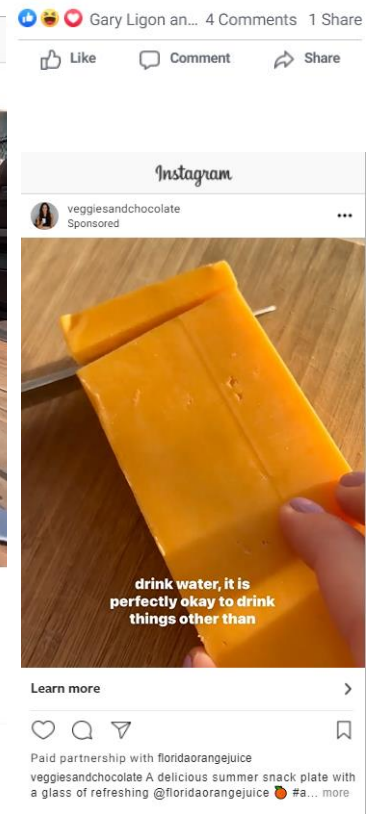
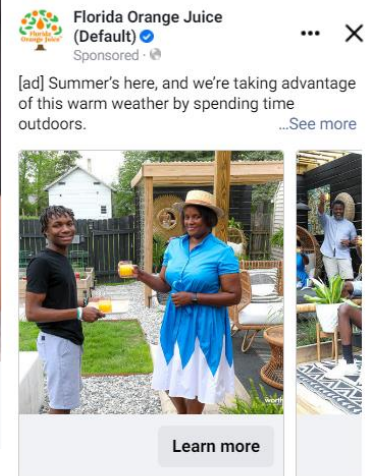
FB/IG RESULTS

9.5M

IMPRESSIONS

\$3.01

COST PER THOUSAND (CPM)





Influencer Partnerships: Paid Social

Pinterest

FDOC tried out influencer amplification for the first time on Pinterest and successfully resulted in **more than 674K impressions and a 600 clicks with only one influencer's content**, helping to reach interested audiences on the Pinterest platform and redirecting them to the Florida Orange Juice retailer page.

PINTEREST RESULTS

674K

IMPRESSIONS

600

CLICKS



TikTok

In 2021-22, TikTok was utilized for the first time by the FDOC paid social team through influencer amplification. This amplification garnered more than **4.2M impressions and 1.1M 6-second video views** on the TikTok platform.

TIK TOK RESULTS

4.2M

IMPRESSIONS

1.1M

6-SECOND VIEWS





Earned Media: Overview & SMT

Overview

The earned media team secured a total of **4,576 earned media placements** and more than **614K impressions** through several FY21-22 activations. The messaging was focused on the health benefits of 100% OJ as well as promoting the delicious taste of Florida Orange Juice.

RESULTS

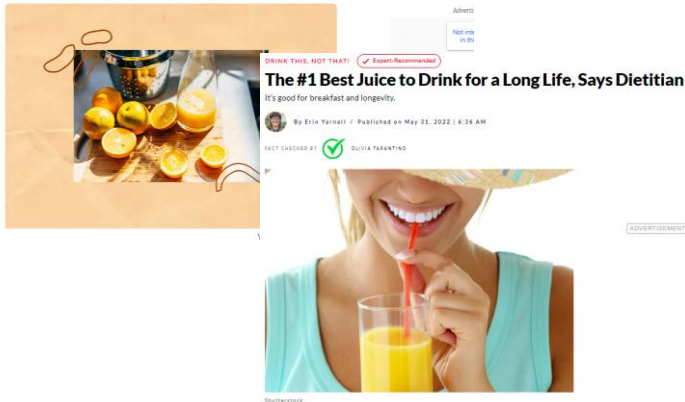
4.5K+ MEDIA PLACEMENTS

614M+ IMPRESSIONS

NEWS - HEALTH NEWS

100% Orange Juice May Help Fight Inflammation and Oxidative Stress

By Lauren Manaker MS, RDN, LD, CDEP | Updated on October 29, 2021
Fact checked by Angela Underwood



DRINK THIS, NOT THAT! Expert-Recommended

The #1 Best Drink to Lower Cholesterol, Says Dietitian

Drinking fresh orange juice without added sugar can help your heart and cholesterol levels.



By Samantha Boesch / Published on January 7, 2022 | 9:06 AM

DRINK THIS, NOT THAT! Expert-Recommended

5 Best Drinks for Dementia, Says Dietitian

Lifestyle plays a role in dementia development, and that includes what drinks you choose to consume.



By Lauren Manaker MS, RDN, LD, CDEP / Published on June 3, 2022 | 6:22 AM

FACT CHECKED BY OLIVIA TARANTINO

Satellite Media Tour

This year, the team partnered with Definition 6 and former FLOJ squad member, Vandana Seth, to promote the winter wellness benefits of Florida OJ through a satellite media tour. This broadcast media opportunity was a huge success and resulted in strong coverage for Florida Orange Juice.

RESULTS

1.9K+ MEDIA PLACEMENTS

36M IMPRESSIONS



DEFINITION 6





Earned Media: Paid Amplification

Overview

In FY21-22, the team amplified earned content on channels such as Facebook and The Trade Desk. **This amplification gained over 14.2M impressions** and helped to reach audiences where they were currently through social and display, encouraging digital consumers to click through to article sites such as *Eat This Not That* to learn more.

Facebook/Instagram

In FY21-22, FDOC amplified earned media content on Facebook and Instagram, **garnering over 234K impressions**, creating seamless in-feed ads using Florida Orange Juice creative that encouraged users to visit article pages through strong CTA.

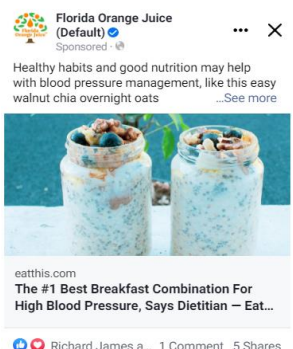
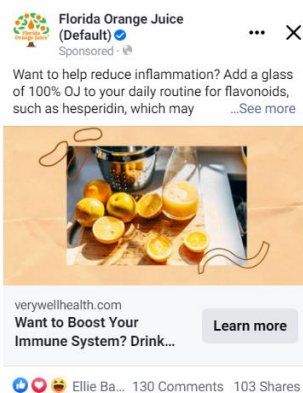
FB/IG RESULTS

234K

IMPRESSIONS

14.1K

CLICKS



Trade Desk

FDOC continued to amplify earned content through programmatic on The Trade Desk (TTD). **The native campaign generated nearly 14M impressions**, increasing awareness of Florida Orange Juice's benefits by placing messaging alongside curated editorial content.

TRADE DESK RESULTS

13.9M

IMPRESSIONS

14.5K

CLICKS





RD Partnerships: SmartBrief & Mailers

SmartBrief

The team partnered with SmartBrief to produce a dedicated e-blast as well as social media extensions through Facebook and LinkedIn. The e-blast was distributed to a community of over 100k nutrition and health professionals. The e-blast and social posts leveraged Dr. Wallace's latest findings on 100% orange juice and the role it may play within a healthy diet. Content directed the audience to the Florida Citrus newsroom and main webpage.

Mailers

To foster ongoing relationships with the RD community, the team sent gift mailers to targeted groups of influential RD's. The mailers helped Florida Orange Juice's nutritional health benefits stay top of mind for RD's as they worked with their client base, wrote earned media stories and shared content on personal social channels for their audiences.

RESULTS

60K+

Total dedicated send ad impressions

91K+

Total Facebook SmartSocial flight ad impressions

75K+

Total LinkedIn SmartSocial flight ad impressions

This is a paid advertisement for SmartBrief readers. The content does not necessarily reflect the view of SmartBrief or its Association partners.

Nutrition and Dietetics SmartBrief



100% Orange Juice's Role in Fighting Inflammation

Dr. Taylor Wallace, CEO of Think Healthy Group, recently presented the latest findings on 100% orange juice and the role it may play within a healthy diet. His systematic review and meta-analysis published in the journal, *Advances of Nutrition*, suggested the potential for 100% orange juice to fight inflammation and oxidative stress among individuals that are both healthy and at high risk of developing chronic diseases. Findings suggest that drinking 100% orange juice may reduce interleukin 6, a well-established marker of inflammation, and helps pave the way for further research on the topic.

[Click here to learn more.](#)



Florida OJ is Nutrient Dense

When it comes to wellness, Florida Orange Juice is an uncomplicated choice. Each 8-ounce glass is packed with essential nutrients like vitamin C, potassium, folate and thiamin, as well as beneficial bioactive compounds. That's why we call it The Original Wellness Drink.

[Explore OJ health benefits.](#)

The Florida Department of Citrus
6012 Silver Sky
Seville, FL 32801
FloridaCitrus.com

[f](#) [t](#)

SmartBrief
15,125 followers
Promoted

Recent research reveals, 100% OJ may help fight inflammation & oxidative stress among healthy adults and those at risk of developing chronic disease. #Sponsored by Florida Orange Juice



Discover the Health-Supporting Benefits of Florida Orange Juice

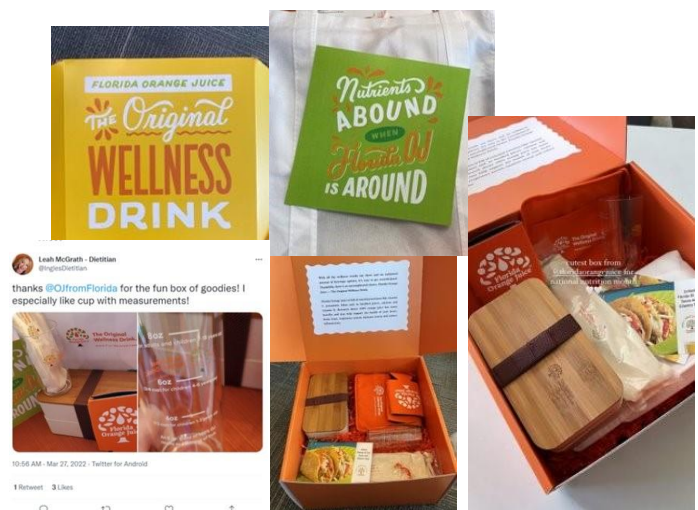
[Learn more](#)

floridacitrus.org

RESULTS

The team sent **11 gift mailers** in total, and **7 recipients shared on social**. The recipients included RDs from the Build Up Dietitian Community, as well as our NNM Influencer partners:

- Build Up Dietitian Community:
 - Sarah Schlichter
 - Caroline Susie
 - Jessica Levinson
 - Amy Goodson
 - Kim Galeaz
 - Bonnie Taub-Dix
 - Amy Gorin
 - Leah McGrath (founder)
- National Nutrition Month Influencers:
 - Lauren Manaker
 - Maya Feller
 - Gal Shua-Haim





RD Partnerships: Today's Dietitian Event

In FY21-22, the team participated in the Today's Dietitian 2022 Spring Symposium. FDOC sponsored a breakfast presentation that included a partnership with Dr. Taylor Wallace. Dr. Wallace and Gail Rampersaud shared recent hesperidin research with over a hundred dietitians.

Expanding the activation with Today's Dietitian Symposium, the FDOC team shared four custom e-blasts, a program guide ad highlighting Florida Orange Juice. Fact sheets were also created and distributed at the breakfast event. Additionally, fact sheets were produced and distributed at the breakfast event exhibit booth, allowing the team to meet and engage with hundreds of dietitians daily, sharing FLOJ facts and branded swag. The team also ensured the breakfast presentation received proper accreditation, allowing participants to receive credits for attending.

Participation at RD-centered events helps foster critical relationships with members of the dietitian community. In addition, participation in events such as Today's Dietitian Symposium provides an opportunity for FDOC to share messaging and research with dietitians, which ensures they are learning the health benefits of FLOJ and have the resources they need to share with their audiences and patients.





Issues Management: Results

Overview

In 2021-22, the FDOC team focused on protecting positive consumer sentiment and the Florida Citrus industry's reputation through a range of activities, including preparedness plans, ongoing strategic counsel and real-time issues management.

Media Training

Delivered media and message training for FDOC staff to ensure alignment and preparedness in case of heightened media coverage.

Earned Issues Management

Helped triage, track, develop messaging, and engage with media including national outlets such as Fox and Friends and Washington Post around extended national news cycle on January crop forecast.

Media/Industry Engagement

Built briefing materials for Shannon Shepp ahead of key industry, broadcast, and podcast engagements.

Hurricane Preparedness

Built joint FDOC/Edible Inc. hurricane roles and responsibilities resource plan. Reviewed and updated hurricane preparedness materials to tighten messaging and streamline FDOC's response.

Social Media Audit

Conducted an audit of consumer comments on FDOC organic and paid social posts.

Third Party Sugar Audit

Began research on third party organizations and their position on orange juice, sugar and related topics.

Strategic Counsel and Materials

Edible provided counsel around priority issues on an ongoing basis. The team also supported the development of holding statements and communications materials for several issues, including:

- **Lead Levels In Juice:** Conducted research and developed reactive messaging and materials following the FDA's renewed guidance on lead levels in juice. The team ensured FDOC was prepared to respond to any media inquiries related to heavy metals in orange juice.
- **Advocacy Communications:** When national activists and advocacy groups specifically targeted Florida citrus and industry leaders, the team ensured all relevant messaging materials were updated. The impact of media coverage and content surrounding the issue was also monitored and measured. By focusing on preparedness and adopting a reactive strategy, this approach helped ensure FDOC maintained the upper hand in coverage related to the issue.
- **Podcast Episode on Florida Citrus:** The team conducted research and provided counsel surrounding a new podcast episode, which planned to discuss the history of the Florida citrus industry.
- **Studies on Cancer Risks:** Conducted research and developed reactive messaging and materials in response to scientific studies claiming citrus fruit is linked to higher risks of certain types of cancer. The team also monitored media coverage and provided updates on further developments.



The Washington Post



Shopper Marketing: Results

In-Store Retailer Activations

Throughout the FY2021 - 2022 year, the team activated a shopper marketing program to support additional marketing and eCommerce efforts.

The team worked with third party, Fresh Smart Solutions, to help engage with shopper programs with multiple retailers. Fresh Smart Solutions has a history of working with retailer and shopper marketing representatives and will be key in driving preference and sales of Florida Orange Juice.

The activation focused on driving engagement in store as consumers started to return to grocery retail stores. Activities ranged from video and audio ads, to shelf talkers / aisle blades, as well as extensive messaging and collateral shared with category managers to share with retailer RD and in-store influencers. The team also created custom content, included recipes, to share in-store newsletter and circulars to drive awareness for Florida Orange Juice and push for consumers to add FLOJ to their shopping list.



Stop&Shop®



meijer

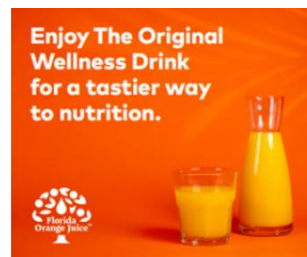
RESULTS

20+ RETAILERS

30+ IN-STORE ADS

7 DIGITAL ADS

3 EMAIL BLASTS



GLOBAL MARKETING DEPARTMENT

Media Landscape

FY 2021-2022 PROGRAMS





Media Landscape

Executive Summary

Monitoring is essential to understanding the media landscape and relevant topics and issues that may impact the industry. It also helps the team better assess what key stakeholders and consumers care about most. Additionally, monitoring informs the issues response process, as the team evaluates articles to determine if any proactive or reactive responses are warranted.

This year, FDOC performed ongoing monitoring surrounding priority topics and issues including:

- Nutrition and sugar
- Greening
- Crop forecasts
- Hurricanes
- Freezes
- Consumer news
- Grapefruit and drug interactions
- Industry and brand news

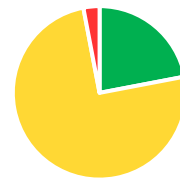
Major Trends

The most notable trend over the course of FY 2022 was the much-increased media interest in the January 2022 USDA crop forecast, and subsequent media attention to the greening crisis afflicting Florida's citrus growers. January 2022 saw more coverage than any other month in the fiscal year, largely stemming from crop forecast-related coverage. Related to greening, stories about inflation also frequently mentioned OJ as a key example of rising prices that consumers would notice.

Sentiment

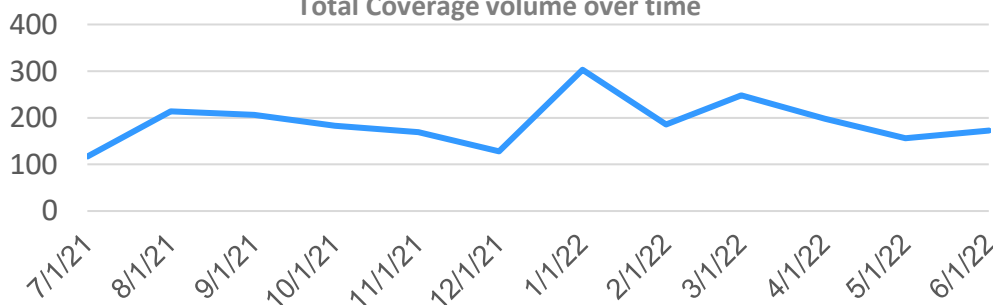
Sentiment within nutrition coverage largely remained flat from FY 2021, with a slight decrease in negative coverage and a small increase in neutral coverage. Sugar remained the focus of negative coverage, as well as coverage of the presence or potential presence of other potential foodborne contaminants like heavy metals and pesticides in citrus crops.

Sentiment of Nutrition coverage



■ Positive ■ Neutral ■ Negative

Total Coverage volume over time



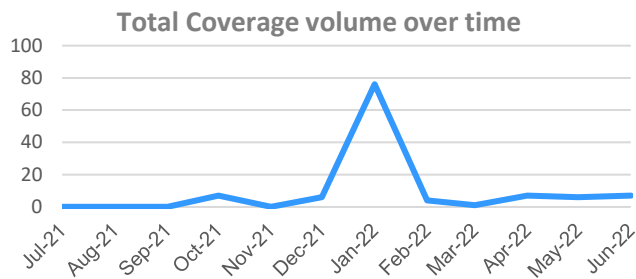
Coverage Category	FY22	FY21	% Change
Crop Forecast	114	41	+178%
Grapefruit Drug Interaction	66	26	+154%
Nutrition	689	655	+5%
Greening	219	268	-18%
Consumer News	174	157	+11%
Industry News	927	1135	-18%
Freezes	36	42	-14%
Hurricanes	13	6	+117%



Media Landscape

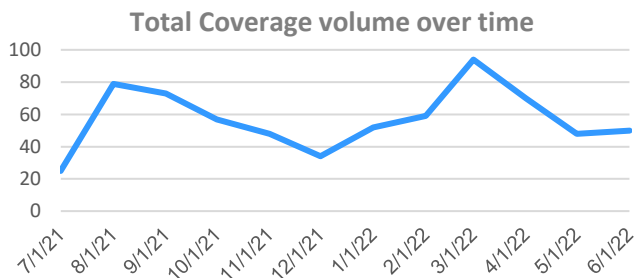
Crop Forecast

Crop Forecast coverage saw a significant increase compared to FY 2021, driven almost entirely by the USDA forecast in January which featured the Florida orange crop being its lowest since WW2



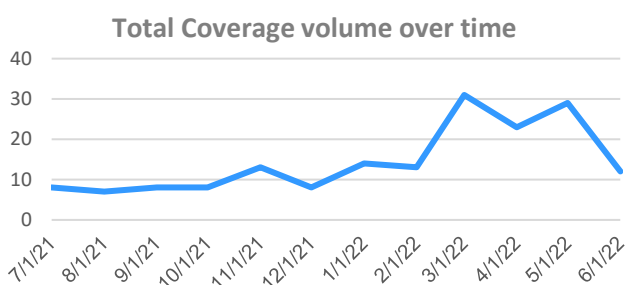
Nutrition

Nutrition coverage remained largely flat from FY 2021, increasing by just 5%. Coverage was largely neutral, with 22% positive and just 3% negative. Winter's citrus season saw a jump in nutrition coverage.



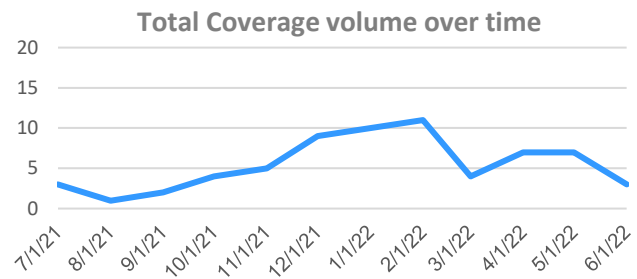
Consumer News

Consumer News saw a slight increase of 11% compared to FY 2021. Coverage significantly increased in Spring 2022, in part due to a viral Tropicana marketing campaign that created a cereal designed to be eaten with OJ instead of milk



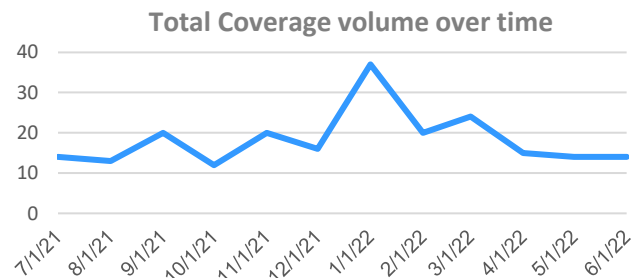
Grapefruit Drug Interaction

Grapefruit Drug Interaction coverage saw a significant jump from FY 2021, increasing by 154%. Coverage was relatively consistent across the year, but jumped during winter's citrus season



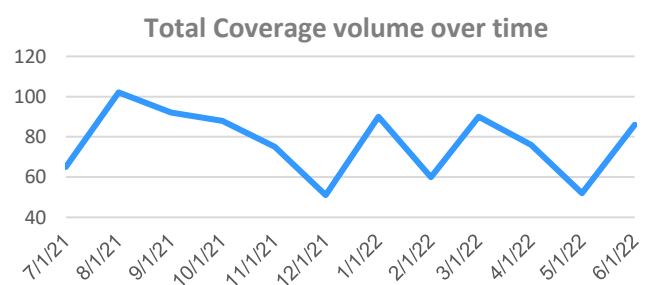
Greening

The topline figure for greening decreased slightly in FY 2022 – however, this is due to the significant media increase in interest in the topic highlighting the USDA report, where Greening featured prominently. Greening mentions spiked in January after the forecast release



Industry News

Industry news declined by 18% in FY 2022, with coverage fluctuating over the course of the year



GLOBAL MARKETING DEPARTMENT

Industry Communications

FY 2021-2022 PROGRAMS





Industry Communications

In order to keep the industry up to date on activities and results of FDOC programs, the team continued outreach with regular updates from staff and the FCC.

5 Minutes with the FDOC

FDOC tailored media and issues monitoring to better serve the industry by launching a monthly newsletter to provide readers with an inside perspective on important citrus-related issues.

The Triangle

In partnership with Florida Citrus Mutual, the FDOC and FCC contributed to the weekly newsletter through columns that provided updates on key issues facing the industry as well as details on the current marketing programs.

Regular Email Updates

FDOC shared the columns featured in the Triangle with industry members as well as provided detailed overviews and results from all departments.

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.



Greetings Industry Friends,

As prices continue to rise across the board for goods and services, many shoppers may find themselves buying not what they want but what they need. The key for us is making sure OJ remains on that list. For now, the data remains encouraging.

Released today, the most recent 4-week [Nielsen retail sales report](#) ending May 21 shows that sales of orange juice remain strong when compared to pre-pandemic levels. Sales of total OJ are up by 1.5 percent compared to 2019 with sales of NFC OJ up by 4.4 percent. While the orange juice category has not been immune to the pressures of inflation, the year-over-year price increase of OJ remains below the national average of increases in prices of food at home.

As we continue to plan for the year ahead, following this data closely and adapting our marketing strategy as needed will be vital. We know that consumers continue to seek out foods and beverages that provide health benefits and are aware that orange juice is well known for its vitamin C and immune support. Making sure that remains clear is of high importance.

This topic will receive more in-depth attention when we gather in a few weeks for the Florida Citrus Mutual annual conference in Bonita Springs. Partners from the Department's marketing agency Edible have been exploring the potential impact of inflation and will present more during the grower education sessions on Thursday, June 16.

With only a few weeks left in the season, the Department's marketing campaign continues to perform well. Since July, the eCommerce program has driven more than [\\$65 million](#) in attributed sales of Florida Orange Juice, far surpassing the original goal of \$30 million. The new campaign, which continues the eCommerce program with some adaptations, will kick off July 1 ensuring no interruption for consumers.

Also on the agenda for Bonita is a Florida Citrus Commission meeting on Wednesday, June 15 at 9 a.m. Since this will be the first time we are returning to Bonita Springs in a few years, I look forward to seeing many of you in person soon.

Sincerely,

Steve Johnson, Chairman
Florida Citrus Commission

If you are not currently a subscriber to our emails and wish to subscribe, please sign up below!

Sign up!

Florida Department of Citrus | FloridaCitrus.org





Industry Communications

Florida Citrus News to Know

FDOC distributed a daily media coverage report that summarized notable articles mentioning Florida Citrus, OJ, grapefruit, and relevant topics and issues to keep the industry informed of news pertaining to the industry. The report was focused on several key topics including:

- Nutrition
- General consumer news
- Greening
- Hurricanes
- Citrus industry news

The report also included ad hoc sections related to major current events or industry updates, such as:

- Crop Forecast
- Industry Events
- International Trade Developments

Webinars

Throughout the last fiscal year, the FDOC hosted a series of live webinars to update and educate the citrus industry on the latest program developments and news. The 2021–22 webinars included:

August 10, 2021

- The Future of Florida's Commercial Citrus Tree Inventory
 - Dr. Marisa Zansler, Director of Economic and Market Research, FDOC
 - Dr. Thomas Spreen, Chief Economist, Florida Citrus Commission

January 13, 2022

- FDOC eCommerce Initiatives Drive Florida OJ Sales: A behind-the-scenes dive into how it all works
 - Meredith Nelsen, Senior VP of Performance Intelligence-DXI at Edelman, Inc.

April 29, 2022

- Advertising Tactics
 - Chip Bates, Executive Vice President, Edible, Inc.
 - Samantha Lane, Director of Global Marketing

RESULTS

2,281 ARTICLES INCLUDED

250 TOTAL REPORTS

37% OPEN RATE

43 CITRUS WINS

3% CTR

140 AUDIENCE SIZE

Citrus
INDUSTRY



GLOBAL MARKETING DEPARTMENT

Domestic Florida Citrus Marketing

FY 2021-2022 PROGRAMS





Florida Citrus: Grapefruit

Driving Florida Grapefruit Awareness

The FDOC's 2021-22 Grapefruit program focused on promoting custom Florida Grapefruit content across Facebook, Instagram, and eCommerce (Kroger and Instacart) to encourage purchase and use.

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

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

RESULTS

48.4M IMPRESSIONS

66.1K CLICKS

\$3.93 COST PER THOUSAND IMPRESSIONS (CPM)

220K eComm ENGAGEMENTS

2.89% eComm ENGAGEMENT RATE



No matter how you slice it, Florida Grapefruit is packed with nutrients that help support overall wellness. 🍊



floridacitrus.org
The Amazing Florida Grapefruit

Learn more

Like Comment Share





Florida Citrus: Oranges

Driving Florida Oranges Awareness

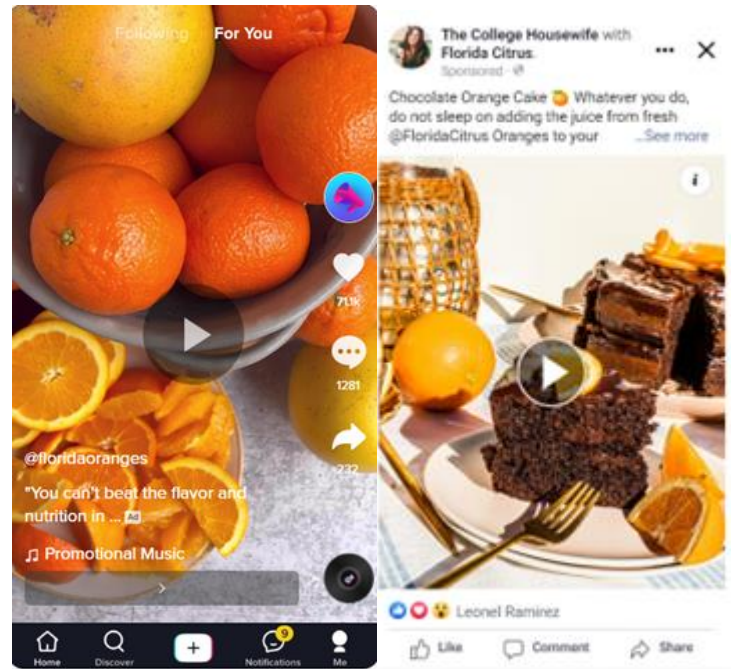
The FDOC's 2021-22 Fresh Florida Orange program focused on promoting custom Fresh Florida Orange content across Facebook, Instagram and Tik Tok.

The activation features social content and partnership with influencers highlighting the health and nutrition benefits as well as the Florida difference delivering the juiciest fresh oranges in the world

The content for the program included Fresh Orange inspired recipes, Florida Citrus growers, nutrition/health benefits across social channels and with key influencers.

RESULTS

44.7M	IMPRESSIONS
23M	PAID VIDEO VIEWS
\$3.26	COST PER THOUSAND IMPRESSIONS (CPM)
76.8K	eComm ENGAGEMENTS
2.89%	eComm ENGAGEMENT RATE



Crispy Florida Citrus and Spice Pork

Crispy Florida Citrus & Spice Pork

Feast your eyes on my crispy citrus and spice pork made with whole coriander, cumin and lots of Florida Citrus!

If you're looking for a meal that keeps giving, look no further. Using fresh Florida Oranges, a 10-pound pork shoulder, a smidgen of spice and the heat of olive from your oven, you'll have a tender hunk of meat with a crisp exterior packed with spice and citrus in each bite.

Yes, that whole stanza was one sentence, but my pork deserved a long-winded introduction.

This recipe is partly inspired by Cuban Mojo marinate - a bright, fresh and tangy concoction typically made with cumin, oregano, garlic and orange juice. My variation on this masterpiece is subtle via the addition of complementary spices like coriander and smoked paprika but also fresh Florida Oranges.

Why Florida Oranges?

Thanks to Florida's unique growing conditions, oranges harvested in the area are juicier and sweeter. A perk for this recipe because it requires 2 cups of freshly squeezed OJ and its sweetness, along with brown sugar and honey, help to balance out the savory spice mix. Florida Oranges are typically in season November through May.

However, Florida Oranges do so much more in this dish (but also by their lusciousness).

The citrus adds a vibrant burst of flavor and helps tenderize the pork but also provides



Crispy Florida Citrus and Spice Pork



daddioskitchen • Following
Original Audio

daddioskitchen FLORIDA ORANGE SMOOTHIE POPS are an easy & delicious snack or treat for kids (& adults)!

this recipe is so simple & easy to make! all you need is: Florida Oranges, Greek yogurt, almond milk, honey, & turmeric (optional, but they can't taste it, promise!)

I used @floridacitrus Oranges in this recipe because they are the best! Florida Oranges are the sweetest & juiciest oranges in the world because of Florida's subtropical climate! just one medium Florida Orange is a great source of vitamin C, a good source of fiber & thiamin & has other nutrients including...



Florida Citrus: Masterbrand Citrus

Driving Florida Citrus Awareness

The FDOC's 2021-22 Florida Citrus Masterbrand campaign focused on promoting the benefits of multiple Florida Citrus varieties across Facebook and Instagram to encourage purchase and use.

Campaign content featured Florida Grapefruit and Orange recipes, Florida Citrus grower profiles, nutrition/health benefits and more.

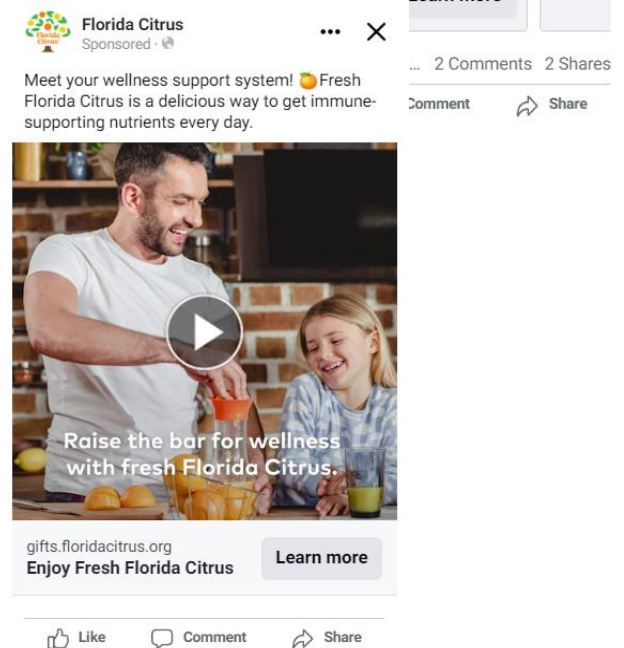
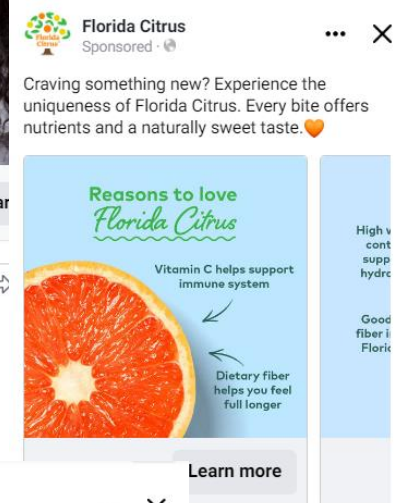
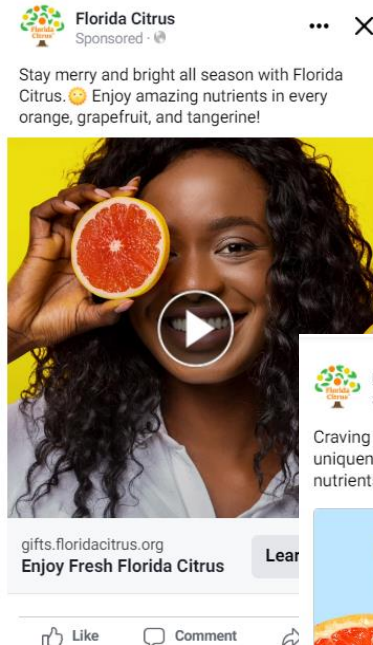
The content positively resonated with social audiences as it provided them new recipes to try when home during the pandemic, the opportunity to learn more about where grapefruit comes from and how it supports their overall health.

RESULTS

27.7M IMPRESSIONS

\$5.08 COST PER THOUSAND IMPRESSIONS (CPM)

24.6K CLICKS





Florida Gift Fruit

Driving FL Gift Fruit Awareness

The goal of the 2021-2022 campaign was to generate awareness for Florida Gift Fruit. The FDOC team highlighted key message themes: availability, high quality, nutrition, Florida Made, and the tradition of giving Florida Gift Fruit during the holidays.

The team targeted Florida residents and key regions across the U.S. Citrus varieties, including oranges, grapefruits, tangerines, and Honeybells.

This targeting drove engaged audiences to PickFLA.com through a blend of new content across social media channels, including Honeybell creative and holiday messaging tailored to social formats.

RESULTS

14M

IMPRESSIONS

1.8K

ENGAGEMENTS

0.25%

CLICK THROUGH RATE (CTR)

19.3K

CLICKS





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DEPARTMENT OF CITRUS

ANNUAL FINANCIAL REPORT

Fiscal Year Ended
June 30, 2022



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STATE OF FLORIDA
DEPARTMENT OF CITRUS
605 EAST MAIN STREET / P O BOX 9010 / BARTOW, FLORIDA 33831
www.FloridaCitrus.org



SHANNON R. SHEPP
EXECUTIVE DIRECTOR
PHONE: 863-537-3999

STEVE JOHNSON
CHAIRMAN
FLORIDA CITRUS COMMISSION

September 26, 2022

Florida Citrus Commission
Bartow, Florida

Submitted herewith is the Annual Financial Report of the Florida Department of Citrus for the year ending June 30, 2022. This report has been prepared in conformance with generally accepted accounting principles as prescribed in pronouncements of the Governmental Accounting Standards Board except as outlined in Note A.4. Every effort has been made to ensure that all financial transactions were conducted and records maintained in a complete and accurate manner.

Revenue and expenditures for the current fiscal year as compared to last fiscal year are presented below. Details of these figures can be found in the attached financial report and accompanying statements.

		2020-21	2021-22
Revenue	-Assessments	\$ 7,815,569	\$ 6,765,441
	-FAS/ATP Program	3,709,036	3,547,362
	-General Revenue	5,295,147	17,332,348
	-Interest & Other	181,870	69,684
		<u>\$ 17,001,622</u>	<u>\$ 27,714,835</u>
Expenditures	-Marketing	\$ 13,545,284	\$ 23,129,624
	-Research	2,339,254	2,137,043
	-Other	2,126,353	2,110,530
		<u>\$ 18,010,891</u>	<u>\$ 27,377,197</u>

The direction provided by the Florida Citrus Commission and the cooperation of the Florida citrus industry to implement current marketing and research programs is sincerely appreciated.

Christine C Marion

Christine C. Marion, CMA, PMP
Deputy Executive Director of Administration and Finance

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FLORIDA DEPARTMENT OF CITRUS

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FLORIDA DEPARTMENT OF CITRUS

COMBINED BALANCE SHEET

JUNE 30, 2022

	SPECIAL REVENUE FUNDS	COMBINED GENERAL ACCOUNT GROUPS	TOTAL (MEMORANDUM ONLY)
ASSETS			
Cash and Cash Equivalents	\$347,599		\$347,599
Pooled Investments with			
State Treasury	9,212,310		9,212,310
Grants Receivable	2,213,408		2,213,408
Accounts Receivable	0		0
Interest Receivable	7,913		7,913
Prepaid Assets	429		429
Inventories	375,768		375,768
Due from Other State Agencies	0		0
Fixed Assets at Cost			
Land		60,000	60,000
Buildings		3,864,662	3,864,662
Equipment and Autos		985,930	985,930
Less: Accumulated Depreciation		(2,755,319)	(2,755,319)
Total Assets	\$12,157,427	\$2,155,273	\$14,312,700
LIABILITIES			
Accounts Payable	\$1,646,162		\$1,646,162
Due to Other State Agencies	225,982		225,982
Compensated Absences - Current	16,656	65,183	81,839
Compensated Absences - Non-Current	0	208,461	208,461
Other Liabilities	6,600		6,600
Total Liabilities	1,895,400	273,644	2,169,044
FUND EQUITY			
Invested in General Account Groups		1,881,629	1,881,629
Committed Fund Balance			
Designated	10,046,027		10,046,027
Undesignated	216,000		216,000
Total Fund Equity	10,262,027	1,881,629	12,143,656
Total Liabilities & Fund Equity	\$12,157,427	\$2,155,273	\$14,312,700

The accompanying notes to financial statements are an integral part of this statement.

FLORIDA DEPARTMENT OF CITRUS

STATEMENT OF CHANGES IN FUND BALANCE

FISCAL YEAR ENDED JUNE 30, 2022

DESCRIPTION	FLORIDA CITRUS ADVERTISING TRUST FUND
Fund Balance, July 1	\$9,896,918
Adjustments to Fund Balance	<u>27,471</u>
Fund Balance, July 1, as restated	9,924,389
Revenue	27,714,835
Expenditures	<u>(27,377,197)</u>
Fund Balance, June 30	
Designated	10,046,027
Undesignated	<u>216,000</u>
TOTAL	<u><u>\$10,262,027</u></u>

The accompanying notes to financial statements are an integral part of this statement.

FLORIDA DEPARTMENT OF CITRUS

COMPARATIVE STATEMENT OF REVENUE AND EXPENDITURES

FISCAL YEARS ENDING JUNE 30, 2021 AND 2022

DESCRIPTION	JUNE 30, 2021	INCREASE/ (DECREASE)	JUNE 30, 2022
REVENUE			
Assessment on Domestic Fruit			
Orange	\$6,113,374	(\$1,336,585)	\$4,776,789
Grapefruit	282,740	(49,100)	233,640
Specialty	62,783	(12,158)	50,625
	<u>6,458,897</u>	<u>(1,397,844)</u>	<u>5,061,053</u>
Assessment on Imported Product			
Orange	1,343,108	347,390	1,690,498
Grapefruit	13,564	326	13,890
	<u>1,356,672</u>	<u>347,716</u>	<u>1,704,388</u>
Total Assessment	7,815,569	(1,050,128)	6,765,441
Investment Earnings	148,965	(87,558)	61,408
Other Income	32,905	(24,629)	8,276
Gen-Rev - Marketing & NVMD	5,295,147	12,037,201	17,332,348
Foreign Agricultural Service (FAS) Program	3,709,036	(161,674)	3,547,362
TOTAL REVENUE	<u>\$17,001,622</u>	<u>\$10,713,213</u>	<u>\$27,714,835</u>
EXPENDITURES			
Administrative and Support Services	\$1,807,462	\$30,070	\$1,837,532
State General Revenue Charge	318,892	(45,894)	272,998
Research & Development - General Operations	498,974	(4,375)	494,599
Scientific Product Research	284,361	(47,208)	237,153
New Varieties Development - Gen Rev	595,709	(95,709)	500,000
Economic and Market Research	960,210	(54,919)	905,291
Subtotal Non-Marketing	<u>4,465,608</u>	<u>(218,035)</u>	<u>4,247,573</u>
Marketing		3,547,362	
Marketing/Public Relations - General Operations	570,416	(115,647)	454,769
Public Relations Programs	4,085,591	(2,188,238)	1,897,353
Public Relations Programs-Gen Rev	4,699,438	12,074,568	16,774,006
Fresh Fruit/Grft Juice Marketing	57,600	6,521	64,121
International Marketing	4,132,238	(192,863)	3,939,375
Subtotal Marketing	<u>13,545,283</u>	<u>9,584,341</u>	<u>23,129,624</u>
TOTAL EXPENDITURES	<u>\$18,010,891</u>	<u>\$9,366,306</u>	<u>\$27,377,197</u>
EXCESS (DEFICIT) OF REVENUE OVER EXPENDITURES	<u>(\$1,009,269)</u>	<u>\$1,346,907</u>	<u>\$337,638</u>

FLORIDA DEPARTMENT OF CITRUS

CASH FLOW STATEMENT

FOR THE FISCAL YEAR ENDED JUNE 30, 2022

Increase (Decrease) in Cash and Cash Equivalents:

Cash Flows from Operating Activities:

Receipts from 2021-22 Tax Assessments	\$ 6,765,441
Receipts for Department of Agriculture-Inspection Fees	12,866
Other Miscellaneous Receipts	8,276
Payments to Vendors	(7,448,683)
Employment Related Payments	(2,482,780)
Payments for General Revenue Service Charge	(301,383)
Payments to Department of Agriculture-Inspection Fees	(12,866)
Payments to Refund Cash Bonds	-

Net Cash Provided by (Used in) Operating Activities (3,459,128)

Noncapital Financing Activities - Proceeds from Grants 2,934,007

Capital and Related Financing Activities

Additions of Capital Assets	8,255
Proceeds from Sale of Assets	-

Net Cash Flowed Provided by Capital and Related Financing Activities -

Investing Activities - Net Investment Income 62,165

Net Change in Cash and Cash Equivalents (462,956)

Cash and Cash Equivalents at Beginning of Year 10,022,866

Cash and Cash Equivalents at End of Year \$ 9,559,910

Reconciliation of Operating Income (Loss) to Net Cash

Provided by (Used In) Operating Activities:

Net Income (Loss) per Financial Statements	\$ 337,638
Deduct Proceeds from Grants	(2,934,007)
Deduct Proceeds from Capital Activities	-
Deduct Net Proceeds from Investments	(62,165)
Net Income (Loss) from Operating Activities	<u>(2,658,534)</u>

Adjustments Not Affecting Cash:

Prior Period Adjustments	60,581
--------------------------	--------

(Increase) Decrease in Assets and

Increase (Decrease) in Liabilities:

Accounts Receivable	(615,420)
Prepaid Items	117
Inventory	76,617
Accounts Payable	(305,513)
Due to Other State Agencies	(33,631)
Compensated Absences	16,656
Other Liabilities	-

Total Adjustments (800,594)

Net Cash Provided (Used in) Operating Activities \$ (3,459,128)

FLORIDA DEPARTMENT OF CITRUS

SOURCE AND USE OF FUNDS

FISCAL YEAR ENDED JUNE 30, 2022

DESCRIPTION	DOM. ASSESMTS & OTHER REV	IMPORTS	GRANTS	TOTAL
SOURCES				
Assessments	\$5,061,053	\$1,704,388		\$6,765,441
Other	69,684			69,684
General Revenue	17,332,348			17,332,348
Marketing Grants			3,547,362	3,547,362
TOTAL SOURCES	\$22,463,085	\$1,704,388	\$3,547,362	\$27,714,835
USES				
Admin & Support Svcs	\$857,958	979,574		\$1,837,532
State Gen Rev Charge	204,822	68,176		272,998
Research	1,480,405	656,638		2,137,043
Marketing	19,582,262		3,547,362	23,129,624
TOTAL USES	\$22,125,448	1,704,388	\$3,547,362	\$27,377,197
EXCESS/(DEFICIT)	\$337,638	\$0	\$0	\$337,638

Pursuant to Chapter 601.155(10) F.S. equalization assessment collected on imported product (1/3 of applicable rates) were expended only for Research, Administrative and Regulatory activities. Import taxes paid for 40% of the Department's Research, Administrative and Regulatory activities.

FLORIDA DEPARTMENT OF CITRUS

STATEMENT OF REVENUE, EXPENDITURES AND FUND BALANCE BY FRUIT VARIETY

FISCAL YEAR ENDED JUNE 30, 2022

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
Fund Balance, July 1	\$9,896,918	\$6,893,073	\$2,460,472	\$655,352	(\$329,200)	\$217,221
Adjustments to Fund Balance	27,471	23,599	1,253	245	2,137	237
Revenue	27,714,835	23,439,595	1,222,787	639,513	2,180,668	232,272
Total Available	\$37,639,224	\$30,356,267	\$3,684,512	\$1,295,110	\$1,853,605	\$449,730
Expenditures						
Administration						
Admin & Supp Svc	\$1,837,532	\$1,691,448	\$44,652	\$54,942	\$37,302	\$9,188
State Gen Rev Charge	272,998	256,423	4,951	5,331	5,056	1,237
Subtotal Administration	2,110,530	1,947,871	49,603	60,273	42,358	10,425
Scientific Research & Development						
General Operations	494,599	455,278	12,019	14,789	10,040	2,473
Scientific Product Research	237,153	237,153	0	0	0	0
New Varieties Dev - Gen Rev	500,000	300,000	50,001	50,000	50,001	50,000
Subtotal Scientific Research	1,231,752	992,431	62,019	64,788	60,041	52,473
Economic & Market Research						
General Operations	344,100	316,744	8,362	10,289	6,985	1,721
Research Studies & Data	561,191	532,070	15,421	7,421	5,038	1,241
Subtotal Sci & Econ Research	2,137,043	1,841,245	85,802	82,498	72,064	55,434
Marketing & Public Relations						
General Operations	454,769	423,368	10,766	13,458	4,935	2,243
Public Relations Programs	1,897,353	1,816,165	27,836	34,795	12,758	5,799
Marketing & PR - Gen Rev	16,774,006	15,673,197	435,945	360,000	153,564	151,300
Fresh Fruit Marketing	64,121	-	-	42,320	14,748	7,053
	19,190,249	17,912,730	474,547	450,572	186,004	166,395
International Promotions-DOC	333,671	114,146	33,080	3,859	182,585	0
International Promotions-Gen Rev CRI	58,342	0	14,586	0	43,757	0
International Promotions-FAS	3,451,423	1,046,461	598,227	0	1,806,735	0
International Promotions-ATP	95,939	0	0	95,939	0	0
Subtotal Int'l Marketing	3,939,375	1,160,608	645,893	99,798	2,033,077	0
Total Expenditures	\$27,377,197	\$22,862,454	\$1,255,844	\$693,141	\$2,333,503	\$232,254
Fund Balance, June 30						
Designated	\$10,046,027	\$7,493,813	\$2,412,668	\$561,969	(\$639,898)	\$217,476
Undesignated	216,000	0	16,000	40,000	160,000	0
Total Fund Balance	\$10,262,027	\$7,493,813	\$2,428,668	\$601,969	(\$479,898)	\$217,476

FLORIDA DEPARTMENT OF CITRUS

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2022

A. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The following summary of significant accounting policies of the Department of Citrus is presented to assist the reader in interpreting the financial statements. These policies should be viewed as an integral part of the accompanying financial statements.

1. Reporting Entity

The Department of Citrus is an agency of the State of Florida.

The powers and duties of the Department of Citrus are defined in Chapter 601, Florida Statutes (the Florida Citrus Code of 1949). The Department of Citrus is a corporate body with power to contract, and be contracted with, in order to carry out the provisions and requirements of this Chapter. Bartow, Florida, is designated as its official headquarters.

The Florida Citrus Commission is designated as the head of the Department and is composed of nine practical citrus persons appointed by the Governor, subject to confirmation by the Senate, for a three-year term. Six members shall be designated as grower members and three shall be designated as grower-handler members. The Commission administers the various laws which provide broad regulatory powers with respect to packing, processing, labeling, and handling of citrus fruits and products. The Commission also oversees domestic and international marketing activities, scientific research, and economic and market research.

2. Fund Accounting

The accounts of the Department of Citrus are organized on the basis of funds and account groups, each of which is considered a separate accounting entity. The operations of each fund are accounted for with a separate set of self-balancing accounts that comprise its assets, liabilities, fund equity, revenues, and expenditures or expenses, as appropriate. Government resources are allocated to and accounted for in individual funds based upon the purposes for which they are to be spent and the means by which spending activities are controlled.

Special revenue funds (a governmental fund type) are used to account for revenues which are legally restricted to expenditures for specific purposes. The Department currently has one special revenue fund, the Florida Citrus Advertising Trust Fund. The trust fund was created by Section 601.15(7), Florida Statutes, for the payment of expenditures for general overhead, administration, research and development, advertising, merchandising, public relations, and other associated marketing activities. An assessment per standard (1-3/5 bu.) box on grapefruit, oranges, and on other citrus varieties is levied by the Florida Citrus Commission in accordance with a sliding tax table. The assessment is effective August 1 for the ensuing year.

The general fixed assets account group is used to establish accounting control for general fixed assets.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, *continued*

3. Basis of Accounting

Basis of accounting refers to when revenues, expenditures, transfers and the related assets and liabilities are recognized in the accounts and reported in the financial statements. Basis of accounting relates to the timing of the measurements made, regardless of the nature of the measurement.

The governmental funds are accounted for using the modified accrual basis of accounting. Revenue is recognized when it becomes measurable and available to finance expenditures of the current period. Under the modified accrual basis of accounting, expenditures are recognized when the related fund liability is incurred.

4. Basis of Presentation

The financial statements of the Department of Citrus have been prepared in accordance with generally accepted accounting principles as prescribed by the Governmental Accounting Standards Board (GASB). Although GASB No. 34, *Basic Financial Statements and Management Discussion and Analysis for State and Local Governments*, eliminated the requirement to present account groups, the Department has elected to combine and present the fixed asset and long-term debt account groups.

The total column on the accompanying combined financial statement is captioned "memorandum only" to indicate that it is presented only to facilitate financial analysis. Inasmuch as the total column includes fund types and account groups that use different bases of accounting, data in this column does not present financial position in conformity with generally accepted accounting principles. Such data is not comparable to a consolidation.

5. Deposits and Investments

Cash deposits include demand deposit accounts and time deposit accounts. In addition, investments in the State Board of Administration investment pool are considered to be a cash equivalent. Cash equivalents are defined as short-term, highly liquid investments.

Unless specifically exempted by statute, all cash of the state must be deposited in the State Treasury. The State Treasury, in turn, keeps the funds fully invested to maximize interest earnings. Authorized investments include certificates of deposit in Florida banks and savings and loan associations, direct obligations of the United States Treasury, obligations of federal agencies, asset-backed or mortgage-backed securities, commercial paper, bankers' acceptances, medium term corporate obligations, repurchase agreements and commingled and mutual funds.

6. Inventories

Inventories of \$375,768 are expensed using the consumption method and are valued at cost determined on a first-in, first-out basis. Inventories consist mainly of promotional, educational, and display materials that support marketing and public relations activities.

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, continued

7. Fixed Assets

Buildings, furniture, and equipment are recorded at historical cost. Land, which was donated, is recorded at the appraised value at the time it was donated. GASB No. 34 requires that the State have a policy on capitalization, depreciation, and useful lives of fixed assets. Fixed assets are recorded at cost and depreciated over the following useful lives:

Buildings	30 years
Equipment	3-5 years
Automobiles	5 years

8. Compensated Absences

Employees earn the right to be compensated during absences for vacation and illness. Within the limits established by law or rule, the value of unused leave benefits will be paid to employees upon separation from state service. The cost of leave benefits is normally recognized when payments are made to employees; however, the department has accrued a liability of \$290,300 as required by GASB. The current portion of the liability is \$81,839. The remaining \$208,461 is recorded as a noncurrent liability.

The compensated absences amounts are based on June 30, 2022, salary rates and include employer social security and pension contributions at current rates.

B. CASH AND CASH EQUIVALENTS

Cash and cash equivalents totaling \$9,559,909 consist of pooled investments of \$9,212,310 (See Note C), and cash held in the State Treasury \$347,599.

C. POOLED INVESTMENTS WITH STATE TREASURY

Available monies are invested through the State Board of Administration pursuant to Section 215.44, Florida Statutes. Investments totaled \$9,212,310 and are stated at cost plus interest earned and reinvested. Interest earned on these investments during the fiscal year ended June 30, 2022, totaled \$61,408, an average rate of .55%.

D. DUE FROM FEDERAL GOVERNMENT

At June 30, 2022, \$2,213,408 is due from the United States Department of Agriculture/Foreign Agricultural Service. This balance represents marketing expenditures incurred by the Department of Citrus as of June 30, 2022, not yet reimbursed by the Foreign Agricultural Service program.

E. CHANGES IN GENERAL FIXED ASSETS

Changes during the year in general fixed assets are summarized below:

	<u>Balances</u> <u>07/01/21</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balances</u> <u>06/30/22</u>
Fixed Assets at Cost				
Land	\$ 60,000	\$ 0	\$ 0	\$ 60,000
Buildings	3,864,662	0	0	3,864,662
Equipment & Autos	986,118	8,255	(8442)	985,931
Other	0	0	0	0
Less: Accumulated Depreciation				
Buildings	(1,635,849)	(161,119)	0	(1,796,968)
Equipment & Autos	(955,317)	(11,476)	8442	(958,351)
Other	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
	<u>\$ 2,319,614</u>	<u>\$ (164,341)</u>	<u>\$ 0</u>	<u>\$ 2,155,273</u>

F. ACCOUNTS PAYABLE

Accounts payable of \$1,646,162, consist primarily of marketing, public relations and research expenditures incurred in the normal course of operation of the Department.

G. DUE TO OTHER STATE AGENCIES

Amounts payable to other state agencies, totaling \$225,982, consist of general revenue service charges due to the State of Florida, Chief Financial Officer, and amounts due to other State agencies for services provided.

H. CHANGES IN GENERAL LONG-TERM DEBT

Changes during the year in general long-term debt are summarized below:

	<u>Balance</u> <u>07/01/21</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance</u> <u>06/30/22</u>
Compensated absences	\$ 305,030	\$ 164,207	\$ (178,937)	\$ 290,300

The liability for compensated absences at June 30, 2022, was determined in accordance with the provisions of the Governmental Accounting Standards Board *Codification*, Section C60.

I. COMMITTED FUND BALANCE

For fiscal years beginning after June 15, 2010, GASB No. 54, *Fund Balance Reporting and Governmental Fund Types*, requires government entities to present fund balance based primarily on the extent to which a government is bound to observe constraints imposed upon the use of the resources reported in governmental funds. The Department's fund balance of \$10,262,027 is classified as Restricted by Enabling Legislation because all funds in the Florida Citrus Advertising Trust Fund are constrained by Section 601.15(7), Florida Statutes (see Note A. 2.). The Department chooses to designate a portion of the restricted fund balance, currently \$10,046,027, to provide adequate funds to continue normal operations during periods of minimal tax collections, and to provide for rate stabilization in future years. The remainder of the committed fund balance is available in the subsequent year to fund program activities.

J. PRIOR PERIOD ADJUSTMENT

Adjustments were made to fund balance on July 1, 2021, totaling \$27,471. Accounts payable on June 30, 2021, were overstated by \$27,471 due to recorded payables which did not materialize.

K. RETIREMENT PLANS

The Department does not administer a separate retirement plan for its employees. However, pursuant to Florida Statutes, all officers and salaried employees are, with minor exceptions, members of defined retirement plans administered by the Florida Department of Management Services, Division of Retirement. The retirement plans of the State of Florida consist of contributory and noncontributory benefit plans. The plans provide for retirement, death, and disability benefits and require contributions by employees and/or participating agencies at stated percentages of compensation set by law as determined from time to time by the State Legislature. The Department's contributions to the plans for the fiscal year ended June 30, 2022, totaled \$227,909; employee contributions total \$54,587. The plans' accounting and funding policies, actuarial present value of accumulated plan benefits, net assets available for benefits, and other plan-related matters are the responsibility of the Florida Department of Management Services, Division of Retirement, and are not computed on an individual agency basis.

L. EXTRAORDINARY ITEM

There were no extraordinary items in fiscal year 2019-20 or fiscal year 2020-21.

M. SUPPLEMENTAL SCHEDULES

To assist the reader in analysis of these statements, the following supplemental schedules are included:

	<u>Pages</u>
Cash Flow Statement	55
Source and Use of Funds	56
Comparative Expenditures - General Operations	64
Comparison of Periodic Budgets	65
Ten-Year History of Operations	66

FLORIDA DEPARTMENT OF CITRUS

COMPARATIVE EXPENDITURES - GENERAL OPERATIONS

FISCAL YEARS ENDING JUNE 30, 2021 AND 2022

	Year to Date 6/30/2021	Year to Date 6/30/2022	Variance	Percent
Salaries and Benefits	\$2,652,685	\$2,396,044	(\$256,641)	(9.7)
Other Personal Services	80,200	78,497	(1,703)	(2.1)
Travel	5,313	24,895	19,582	100.+
Transition Costs/Unemployment Comp	275	1,100	825	100.+
People First Initiative	9,488	8,468	(1,020)	(10.8)
Telephone	40,468	47,916	7,448	18.4
Postage/Freight	6,173	7,858	1,685	27.3
Data Processing	158,213	219,911	61,698	39.0
Supplies	52,850	13,885	(38,965)	(73.7)
Insurance and Bond Premiums	29,056	16,913	(12,143)	(41.8)
Reproduction	4,728	5,055	327	6.9
Subscriptions and Memberships	25,459	24,596	(863)	(3.4)
Trade Meals/Meetings	0	0	0	0.0
Training	0	0	0	0.0
Repairs and Maintenance	39,229	69,493	30,264	77.1
Utilities	67,334	77,001	9,667	14.4
Leases/Rent Expense	127,127	17,378	(109,749)	(86.3)
Promotional Items	87,051	24,147	(62,904)	(72.3)
Capital Equipment (OCO)	1,148	85,019	83,871	100.+
Office/Research Equipment	690	0	(690)	(100.0)
Miscellaneous	2,000	20,818	18,818	100.+
CREC Expenses	0	100,409	100,409	0.0
Research Materials	3,571	11,860	8,289	100.+
Fruit Inspection Data	100	0	(100)	(100.0)
Consultants Fee/Travel	80,177	82,050	1,873	2.3
Total	\$3,473,335	\$3,333,313	(\$140,022)	(4.0)

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PRELIMINARY, OCTOBER BUDGET REVISION AND CURRENT BUDGETS FISCAL YEAR ENDED JUNE 30, 2022

	July 1, 2021 Operating Budget	Adjustment	October 21, 2021 Budget Revision	June 30, 2022 Budget	Variance	Percent
REVENUE						
Carryover	\$280,000	\$0	\$280,000	\$280,000	\$0	0.0
Unspent Certified	0	60,617	60,617	60,617	0	0.0
Tax Assessments-Domestic	6,148,560	(391,300)	5,757,260	4,917,880	(839,380)	(14.6)
Tax Assessments-Imports	1,391,667	300,000	1,691,667	1,636,587	(55,080)	(3.3)
Interest/Other	146,700	100	146,800	146,800	0	0.0
Gen Rev - NVMD	500,000	0	500,000	500,000	0	0.0
Gen Rev - PR & Marketing	17,000,000	0	17,000,000	17,000,000	0	0.0
FAS Program (MAP)	3,543,775	0	3,543,775	3,764,775	221,000	6.2
FAS Program (ATP)	108,067	(9,267)	98,800	98,800	0	0.0
TOTAL REVENUE	\$29,118,769	(\$39,850)	\$29,078,919	\$28,405,459	(\$673,460)	(2.3)
EXPENDITURES						
Administration						
Admin and Support Services	\$2,059,900	\$18,100	\$2,078,000	\$2,070,800	(\$7,200)	(0.3)
State General Revenue Charge	307,100	(3,700)	303,400	273,000	(30,400)	(10.0)
Scientific Research & Development						
General Operations	598,200	0	598,200	529,600	(68,600)	(11.5)
Scientific Medical Research	470,000	(46,000)	424,000	249,000	(175,000)	(41.3)
New Varieties Development	500,000	0	500,000	500,000	0	0.0
Economic and Market Research						
General Operations	420,400	2,400	422,800	430,800	8,000	1.9
Research Data & Studies	614,000	0	614,000	582,000	(32,000)	(5.2)
Marketing & Public Relations						
General Operations	538,200	0	538,200	546,046	7,846	1.5
Public Relations Programs	2,301,000	(25,000)	2,276,000	1,897,564	(378,436)	(16.6)
Marketing & PR - Gen Rev	16,887,350	0	16,887,350	16,887,350	0	0.0
Gift Fruit Marketing	3,547,362	(3,489,762)	57,600	64,150	6,550	11.4
International Promotions-DOC	358,457	0	358,457	358,611	154	0.0
Int'l Promotions-GR-CRP	112,650	0	112,650	112,650	0	0.0
International Promotions-FAS	3,543,775	0	3,543,775	3,764,775	221,000	6.2
International Promotions-ATP	108,067	(9,267)	98,800	98,800	0	0.0
Subtotal	32,366,461	(3,553,229)	28,813,232	28,365,146	(448,086)	(1.6)
Reserves	242,070	23,617	265,687	40,313	(225,374)	(84.8)
TOTAL BUDGET	\$32,608,531	(\$3,529,612)	\$29,078,919	\$28,405,459	(\$673,460)	(2.3)

FLORIDA DEPARTMENT OF CITRUS
TEN-YEAR HISTORY OF OPERATIONS (000's)
FISCAL YEARS AS INDICATED

	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
	%	%	%	%	%	%	%	%	%	%
Revenue Boxes										
Domestic	154,210	122,520	110,249	95,113	77,380	49,382	76,942	73,341	57,744	45,402
Imports	29,744	29,950	43,192	37,914	43,498	52,674	73,978	43,110	40,639	42,642
Begin Fund Balance	\$18,614	\$16,732	\$16,260	\$16,014	\$18,978	\$17,002	\$13,997	\$13,840	\$10,871	\$9,896
Adjustment	1,071	813	924	773	317	191	73	62	35	28
Revenue										
Assessments	38,640	108	31,149	23,234	6,795	4,640	6,961	6,077	7,816	6,765
Other	5,250	15	4,563	4,719	11,668	8,616	9,462	5,563	9,189	20,950
Total Revenue	43,890	123	35,712	27,953	18,463	13,256	16,423	11,640	17,005	27,715
				100	100	100	100	100	100	100
Expenditures										
Marketing										
Domestic-PO	23,818	64	19,648	12,604	10,109	7,299	7,939	5,961	9,194	17,913
Domestic-PG	1,514	4	1,023	167	150	93	99	76	71	475
Domestic-Fresh	734	2	604	346	1,159	243	204	144	147	803
International	8,234	22	6,881	6,214	4,504	4,175	4,025	4,037	4,132	3,939
				30	27	25	22	22	23	14
Research										
Econ & Mkt Res	1,534	4	1,428	1,334	895	878	982	943	960	905
Scientific Res/NVD	2,244	6	2,047	1,949	1,824	1,378	1,332	1,448	1,379	1,232
Disease Res	4,667	12	1,905	0	0	0	0	0	0	0
Harvesting	272	1	0	0	0	0	0	0	0	0
Administrative	2,265	6	2,615	2,209	1,834	2,191	1,775	1,805	1,807	1,838
Gen Rev Svc Chrg	1,561	4	1,254	939	282	195	297	258	319	273
Total Expenditures	46,843	125	37,405	25,762	20,757	16,452	16,653	14,672	18,011	27,377
				124	126	99	92	81	100	100
Surplus/(Deficit)	(2,953)	(1,693)	(1,170)	2,191	(2,294)	(3,196)	(230)	(3,032)	(1,006)	338
End Fund Balance	\$16,732	\$15,852	\$16,014	\$18,978	\$17,001	\$13,997	\$13,840	\$10,870	\$9,900	\$10,262
Cash on Hand	\$21,971	\$18,089	\$21,625	\$22,153	\$17,158	\$12,672	\$14,046	\$11,271	\$10,023	\$9,560
Salaries & Benefits	\$3,899	\$4,184	\$4,145	\$3,661	\$2,641	\$2,544	\$2,544	\$2,512	\$2,653	\$2,396
# Employees	47	45	45	40	28	28	28	27	22	23

** Includes extraordinary items of \$375,769 (2014-15)

FLORIDA DEPARTMENT OF CITRUS

SCHEDULE OF TAX RATES*

FISCAL YEARS ENDING JUNE 30, 2021 AND 2022

	2020-2021		2021-2022		STATUTE
	FRESH	PROCESSED	FRESH	PROCESSED	
<u>DOMESTIC</u>					
Orange	\$ 0.050	\$ 0.120	\$ 0.050	\$ 0.120	601.15(3a)
Grapefruit	\$ 0.070	\$ 0.070	\$ 0.070	\$ 0.070	601.15(3a)
All Other Varieties	\$ 0.070	\$ 0.070	\$ 0.070	\$ 0.070	601.15(3a)
<u>IMPORTS</u>					
Orange		\$ 0.120		\$ 0.120	601.155(2)
Grapefruit		\$ 0.070		\$ 0.070	601.155(2)

*Rates are per 1-3/5 bushel equivalent, and are effective August 1 each fiscal year.

FLORIDA DEPARTMENT OF CITRUS

COMPARATIVE SCHEDULE OF REVENUE BOXES

FISCAL YEARS ENDING JUNE 30, 2021 AND 2022

	ACTUAL REVENUE BOXES 2020-2021	ESTIMATED REVENUE BOXES 2021-2022	ACTUAL REVENUE BOXES 2021-2022		
			2020-2021 PAID IN 2021-2022	2021-2022 PAID IN 2021-2022	TOTAL
DOMESTIC					
ORANGE:					
Fresh	3,110,329	2,386,000	254,049	2,375,813	2,629,862
Processed	49,697,933	37,614,000	130,834	38,580,160	38,710,994
GRAPEFRUIT:					
Fresh	1,914,931	1,794,000	6,266	1,782,259	1,788,525
Processed	2,124,200	1,526,000	175	1,548,998	1,549,173
SPECIALTY:					
Fresh	597,049	496,000	8,032	429,472	437,504
Processed	299,851	254,000	68	285,638	285,706
TOTAL DOMESTIC					
Fresh	5,622,309	4,676,000	268,347	4,587,544	4,855,891
Processed	52,121,984	39,394,000	131,077	40,414,796	40,545,873
	57,744,293	44,070,000	399,424	45,002,340	45,401,764
IMPORTS					
Orange	40,057,374	40,623,000	16,347,541	25,698,845	42,046,386
Grapefruit	581,310	500,000	64,038	531,259	595,297
TOTAL IMPORTS	40,638,684	41,123,000	16,411,579	26,230,104	42,641,683
TOTAL	98,382,977	85,193,000	16,811,003	71,232,444	88,043,447

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE

FISCAL YEAR ENDED JUNE 30, 2022

DESCRIPTION	BUDGETED 2022-23	REVENUE TO DATE	% TO BUDGETED
Assessment on Domestic Fruit			
Orange			
Fresh	\$119,300	\$131,493	100.+
Processed	4,513,680	4,645,296	100.+
	<u>4,632,980</u>	<u>4,776,789</u>	100.+
Grapefruit			
Fresh	125,580	125,197	99.7
Processed	106,820	108,442	100.+
	<u>232,400</u>	<u>233,640</u>	100.+
Specialty			
Fresh	34,720	30,626	88.2
Processed	17,780	19,999	100.+
	<u>52,500</u>	<u>50,625</u>	96.4
Assessment on Import Fruit			
Orange	1,624,920	1,690,498	100.+
Grapefruit	11,667	13,890	100.+
	<u>1,636,587</u>	<u>1,704,388</u>	100.+
Total Assessments	6,554,467	6,765,441	100.+
Investment Earnings	128,800	61,408	47.7
Other Income	18,000	8,276	46.0
Gen-Rev - Marketing & NVMDC	17,500,000	17,332,348	99.0
Foreign Agricultural Svc Funds (ATP/MAP)	<u>3,863,575</u>	<u>3,547,362</u>	91.8
TOTAL	<u>\$28,064,842</u>	<u>\$27,714,835</u>	98.8

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

FISCAL YEAR ENDED JUNE 30, 2022

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
GENERAL OPERATIONS				
Salaries and Benefits	\$2,667,000	\$2,396,044	89.8	\$270,956
Other Personal Services	109,400	78,497	71.8	30,903
Travel	46,300	24,895	53.8	21,405
Unemployment Compensation	3,600	1,100	30.6	2,500
People First Initiative	9,900	8,468	85.5	1,432
Telephone	52,010	47,916	92.1	4,094
Postage/Freight	9,540	7,858	82.4	1,682
Data Processing	242,923	219,911	90.5	23,012
Supplies	17,377	13,885	79.9	3,492
Insurance and Bond Premiums	17,000	16,913	99.5	87
Reproduction	8,000	5,055	63.2	2,945
Subscriptions and Memberships	35,100	24,596	70.1	10,504
Trade Meals/Meetings	500	0	0.0	500
Training	2,100	0	0.0	2,100
Repairs and Maintenance	79,000	69,493	88.0	9,507
Utilities	77,001	77,001	100.0	0
Leases/Rent Expense	22,699	17,378	76.6	5,321
Promotional Items	26,300	24,147	91.8	2,153
Capital Equipment (OCO)	91,500	85,019	92.9	6,481
Office/Research Equipment	1,000	0	0.0	1,000
Miscellaneous	25,350	20,818	82.1	4,532
CREC Expenses	101,000	100,409	99.4	591
Research Materials	25,100	11,860	47.3	13,240
Fruit Inspection Data	100	0	0.0	100
Consultants Fee/Travel	85,100	82,050	96.4	3,050
Subtotal General Operations	<u>\$3,754,900</u>	<u>\$3,333,313</u>	88.8	<u>\$421,587</u>
PROGRAMS*				
Legal Services	128,550	94,651	73.6	33,899
State General Revenue Charge	273,000	272,998	100.0	2
Scientific Research	249,000	237,153	95.2	11,847
New Varieties Development	500,000	500,000	100.0	0
Economic & Market Research	582,000	561,191	96.4	20,809
Public Relations Programs	18,784,914	18,671,359	99.4	113,555
Fresh Fruit Marketing	64,150	64,121	100.0	29
International Marketing	4,028,632	3,642,411	90.4	386,221
Reserves	40,313	0	0.0	40,313
Subtotal Programs	<u>24,650,559</u>	<u>24,043,884</u>	97.5	<u>606,675</u>
TOTAL EXPENDITURES	<u>\$28,405,459</u>	<u>\$27,377,197</u>	96.4	<u>\$1,028,262</u>

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY DEPARTMENT

FISCAL YEAR ENDED JUNE 30, 2022

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
Administration				
Admin and Support Services	\$2,070,800	\$1,837,532	88.7	\$233,268
State General Revenue Charge	273,000	272,998	100.0	2
Scientific Research & Development				
General Operations	529,600	494,599	93.4	35,001
Scientific Product Research	249,000	237,153	95.2	11,847
New Varieties Development-Gen Rev	500,000	500,000	100.0	0
Economic and Market Research				
General Operations	430,800	344,100	79.9	86,700
Research Studies & Data	582,000	561,191	96.4	20,809
Marketing & Public Relations				
General Operations	546,046	454,769	83.3	91,277
Public Relations Programs	1,897,564	1,897,353	100.0	211
Public Relations Programs-Gen Rev	16,887,350	16,774,006	99.3	113,344
Fresh Fruit Marketing	64,150	64,121	100.0	29
International Marketing				
International Promotions-DOC	358,611	333,671	93.0	24,940
International Promotions-Gen Rev-CRP	112,650	58,342	51.8	54,308
International Promotions-FAS	3,764,775	3,451,423	91.7	313,352
International promotions-ATP	98,800	95,939	97.1	2,861
Total Expenditures	28,365,146	27,377,197	96.5	987,949
Reserves	40,313	0	0.0	40,313
TOTAL	\$28,405,459	27,377,197	96.4	\$1,028,262

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
STATE GENERAL REVENUE CHARGE					
57 10 00 00 000					
Florida Citrus Advertising Trust Fund	88040	<u>\$273,000</u>	<u>\$272,998</u>	100.0	<u>\$2</u>

ADMINISTRATIVE AND SUPPORT SERVICES

GENERAL OPERATIONS

57 10 10 08 001					
Commissioners Comp (OPS)	12101	6,000	583	9.7	5,417
Commissioners Travel	26001	3,000	1,807	60.2	1,193
57 10 10 09 001					
Salaries and Benefits	11000	1,340,000	1,209,177	90.2	130,823
Temporary Employee (OPS)	12100	2,400	0	0.0	2,400
Employee Travel - All Variety	26000	7,800	5,374	68.9	2,426
Subtotal		<u>1,359,200</u>	<u>1,216,941</u>	89.5	<u>142,259</u>
57 10 10 09 002					
Fruit Inspection Data	13260	100	0	0.0	100
Training	13280	2,100	0	0.0	2,100
People First	15800	4,300	3,781	87.9	519
Unemployment Compensation	16500	3,600	1,100	30.6	2,500
Telephone	22100	43,000	42,791	99.5	209
Office Supplies	34101	1,000	800	80.0	200
Office Equipment	34102	1,000	0	0.0	1,000
Casualty Insurance	4100C	13,600	13,600	100.0	0
Property Insurance	4100P	3,400	3,313	97.4	87
Subscriptions	49200	8,000	5,928	74.1	2,072
Memberships	49300	800	550	68.8	250
Miscellaneous	49900	2,200	2,104	95.6	96
Subtotal General Operations		<u>1,442,300</u>	<u>1,290,908</u>	89.5	<u>151,392</u>

LEGAL AND REGULATORY

LEGAL SERVICES

57 10 10 10 002					
Court Reporting Fees	13140	1,000	0	0.0	1,000
Legal Srv-Adv Claims	1316A	15,000	1,600	10.7	13,400
Legal Srv-G Counsel	1316G	95,000	88,507	93.2	6,493
Legal Srv-Trademark	1316T	15,000	2,175	14.5	12,825
Legal Advertising	13310	2,550	2,369	92.9	181
Miscellaneous	29000	1,450	25	1.7	1,425
Total Legal Services		<u>\$130,000</u>	<u>\$94,676</u>	72.8	<u>\$35,324</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SUPPORT SERVICES					
57 10 10 12 002					
Grounds Maintenance	13290	\$10,000	\$4,620	46.2	\$5,380
Mailing & Delivery Services	13420	1,000	324	32.4	676
Shredding Service	13421	800	781	97.6	19
Warehouse Services	13991	10,700	8,976	83.9	1,724
Postage	21000	2,500	1,883	75.3	617
Reproduction	23000	6,000	4,045	67.4	1,955
Maintenance - Auto	2410A	1,500	133	8.9	1,367
Maintenance - Building - Bartow	2410B	64,100	64,082	100.0	18
Maintenance - Equipment	2410E	700	0	0.0	700
Bartow Bldg Utilities	27100	77,001	77,001	100.0	0
Building Supplies	3410B	2,900	1,720	59.3	1,180
Distribution Supplies	3410D	300	51	17.0	249
Fuel	36410	2,500	633	25.3	1,867
Copy Equipment Rental	44200	7,200	4,949	68.7	2,251
Rental-Office Equipment	44400	2,499	2,408	96.4	91
Subtotal Support Services		189,700	171,606	90.5	18,094
IT SERVICES					
57 10 10 14 002					
Cloud Computing Migration	1327C	53,170	41,904	78.8	11,266
Wirelss Access Replacement	1327W	22,200	22,176	99.9	24
Training	13280	1,800	0	0.0	1,800
DP Services - Other	22300	69,230	69,185	99.9	45
Data Processing Maint.	2410D	1,500	0	0.0	1,500
DP Equipment	3410E	24,900	24,814	99.7	86
Data Processing Supplies	3410S	1,000	443	44.3	557
Auditorium Technology Upgrade (OCO)	5160A	90,000	84,479	93.9	5,521
Data Processing Software	53100	45,000	37,341	83.0	7,659
Subtotal IT Services		308,800	280,342	90.8	28,458
Total Support & IT Services		498,500	451,948	90.7	46,552
TOTAL ADMIN, SUPPORT & IT SERVICES		\$2,070,800	\$1,837,532	88.7	\$233,268

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SCIENTIFIC RESEARCH					
GENERAL OPERATIONS					
57 10 12 10 001					
Salaries and Benefits	11000	\$286,000	\$285,923	100.0	\$77
Temporary Employees (OPS)	12100	75,000	61,705	82.3	13,295
Employee Travel - AV	26000	6,000	1,344	22.4	4,656
57 10 12 10 002					
Mailing & Delivery Services	13420	100	23	23.0	77
People First	15800	2,800	2,474	88.4	326
Postage	21000	100	63	63.0	37
Telephone	22100	1,500	892	59.5	608
Reproduction	23000	200	25	12.5	175
Repairs & Maintenance	24101	12,000	11,296	94.1	704
Office Supplies	34101	500	16	3.2	484
Research Material - Internal	34103	23,400	11,844	50.6	11,556
CREC Operations	43300	101,000	100,409	99.4	591
Copy Equipment Rental	44200	2,200	1,045	47.5	1,155
Subscriptions	49200	200	0	0.0	200
Memberships	49300	17,100	17,000	99.4	100
Miscellaneous	49900	1,500	540	36.0	960
TOTAL GENERAL OPERATIONS		529,600	494,599	93.4	35,001
MEDICAL RESEARCH					
57 10 12 11 005					
Skin Health - OJ	SR094	90,000	88,889	98.8	1,111
Glycemia, Energy, Behavior - OJ	SR095	85,000	83,664	98.4	1,336
Nutrient Density - OJ	SR097	63,000	62,700	99.5	300
Clinical/Analytical Study - OJ	SR098	0	0	0.0	0
Cognition and Publication - OJ	SR099	3,000	0	0.0	3,000
Additional Publications - OJ	SR100	8,000	1,900	23.8	6,100
Subtotal Medical Research		249,000	237,153	95.2	11,847
TOTAL SCIENTIFIC RESEARCH		\$778,600	\$731,752	94.0	\$46,848

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
SCIENTIFIC SPONSORED RESEARCH					
GENERAL REVENUE PROGRAMS					
57 10 12 11 003					
New Varieties Development - All Variety	GR090	\$500,000	\$500,000	100.0	\$0
TOTAL NVDMC - GENERAL REVENUE		<u>500,000</u>	<u>500,000</u>	100.0	<u>0</u>
TOTAL SCIENTIFIC & SPONSORED RESEARCH		<u>\$1,278,600</u>	<u>\$1,231,752</u>	96.3	<u>\$46,848</u>
* SUBTOTALS BY FUNDING SOURCE					
Scientific Research - CATF		\$778,600	\$731,752	94.0	\$46,848
Scientific Research - GR		<u>500,000</u>	<u>500,000</u>	100.0	<u>0</u>
Total		<u>\$1,278,600</u>	<u>\$1,231,752</u>	96.3	<u>\$46,848</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
ECONOMIC AND MARKET RESEARCH					
GENERAL OPERATIONS					
57 10 13 10 001					
Salaries and Benefits	11000	\$363,000	\$295,767	81.5	\$67,233
Temporary Employees (OPS)	12100	26,000	16,209	62.3	9,791
Employee Travel - AV	26000	10,000	8,689	86.9	1,311
57 10 13 10 002					
Research Publications	13263	1,200	0	0.0	1,200
Website	13270	4,800	1,755	36.6	3,045
Postage	21000	250	43	17.2	207
Telephone	22100	2,400	1,620	67.5	780
Reproduction	23000	500	118	23.6	382
Office Supplies	34101	500	15	3.0	485
Copy Equipment Rental	44200	2,300	1,045	45.4	1,255
Subscriptions	49200	50	0	0.0	50
Miscellaneous	49900	1,800	908	50.4	892
Data Analytics Software	53102	18,000	17,931	99.6	69
Subtotal General Operations		430,800	344,100	79.9	86,700
RESEARCH DATA & STUDIES					
57 10 13 12 003					
Processed Retail Sales-A.C.Nielsen	ER010	313,000	313,000	100.0	0
FL Agri Market Research Center - AV	ER020	233,000	227,982	97.8	5,018
Economic Impact Analysis - AV	ER025	0	0	0.0	0
Other Data Purchases - AV	ER035	11,000	2,200	20.0	8,800
Survey's - Toluna - AV	ER060	25,000	18,009	72.0	6,991
Subtotal Research Data & Studies		582,000	561,191	96.4	20,809
TOTAL ECON & MKT RESEARCH		\$1,012,800	\$905,291	89.4	\$107,509

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
MARKETING AND PUBLIC RELATIONS					
GENERAL OPERATIONS					
57 10 15 10 001					
Salaries and Benefits	11000	\$489,996	\$417,173	85.1	\$72,823
Employee Travel - All Variety	26000	2,000	1,071	53.6	929
Employee Travel - Orange Juice	26002	10,000	6,178	61.8	3,822
Employee Travel - Fresh	26004	2,500	0	0.0	2,500
57 10 15 10 002					
Promotional Materials	13350	4,800	2,951	61.5	1,849
Mailing & Delivery Services	13420	2,500	2,483	99.3	17
People First	15800	2,800	2,213	79.0	587
Postage	21000	170	162	95.3	8
Telephone	22100	5,780	3,095	53.5	2,685
Office Supplies	34101	677	3	0.4	674
Subscriptions	49200	1,000	309	30.9	691
Memberships	49300	17,700	13,014	73.5	4,686
Digital Asset Management	53101	6,123	6,117	99.9	6
TOTAL GENERAL OPERATIONS		546,046	454,769	83.3	91,277
GENERAL REVENUE PROGRAMS					
57 10 15 11 003					
Consumer Awareness - PR	GR010	4,750,000	4,750,000	100.0	0
Consumer Awareness-PO-CRP	GR020	10,800,000	10,800,000	100.0	0
Grapefruit Promotions-Domestic-CRP	GR030	576,050	548,443	95.2	27,607
Fresh Orange Promotions-CRP	GR040	360,000	360,000	100.0	0
Fresh Tangerine/Citrus Promotions-CRP	GR050	151,300	151,300	100.0	0
FL Welcome Stations-Juice	GR080	250,000	164,263	65.7	85,737
TOTAL GENERAL REVENUE PROGRAMS		\$16,887,350	\$16,774,006	99.3	\$113,344

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
PUBLIC RELATIONS					
CORPORATE - ALL VARIETIES					
57 10 15 12 003					
Brand Asset Development	PR010	\$80,500	\$80,500	100.0	\$0
Digital & Website Platforms	PR012	475,000	475,000	100.0	0
Reactive Issues Management	PR016	495,000	495,000	100.0	0
Policy Issues	PR017	34,500	34,500	100.0	0
Subtotal Corporate - All Varieties		1,085,000	1,085,000	100.0	0
PROCESSED ORANGE					
57 10 15 12 004					
Media Relations	PR014	202,514	202,514	100.0	0
Influencer Engagement	PR041	95,000	95,000	100.0	0
Performance Mktg-Digital/Social	PR045	440,050	440,012	100.0	38
Subtotal Processed Orange		737,564	737,526	100.0	38
IN-STATE PROGRAMS					
57 10 15 12 008					
Industry Grower Relations - AV	PR081	75,000	74,827	99.8	173
Subtotal In-State Programs		75,000	74,827	99.8	173
FRESH FRUIT					
57 10 16 11 007					
Gift Fruit Programs	RM070	64,150	64,121	100.0	29
Subtotal Gift Fruit		64,150	64,121	100.0	29
TOTAL PR PROGRAMS - CATF		\$1,961,714	\$1,961,474	100.0	\$240
* SUBTOTALS BY FUNDING SOURCE					
PR & Domestic Marketing - CATF		\$2,507,760	\$2,416,243		\$91,517
PR & Domestic Marketing - GR		16,887,350	16,774,006		113,344
Total		\$19,395,110	\$19,190,249		\$204,861

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
INTERNATIONAL MARKETING					
GENERAL OPERATIONS					
57 10 18 10 001					
Salaries and Benefits	11000	\$188,004	\$188,004	100.0	\$0
Employee Travel - Orange Juice	26002	2,000	0	0.0	2,000
Employee Travel - PO/PG/FG	26006	3,000	432	14.4	2,568
57 10 18 10 002					
Promotional Items - Grapefruit	IM100	21,500	21,196	98.6	304
Mailing & Delivery Services	13420	2,820	2,820	100.0	0
Banking Services (Foreign Currency)	13450	1,500	0	0.0	1,500
Postage	21000	100	57	57.0	43
Telephone	22100	830	410	49.4	420
Promotional Materials Printing	23006	1,000	0	0.0	1,000
Trade Meals	35000	500	0	0.0	500
Subscriptions	49200	150	0	0.0	150
Memberships	49300	5,000	3,750	75.0	1,250
Miscellaneous	49900	500	0	0.0	500
Subtotal General Operations		226,904	216,669	95.5	10,235
FAS ADMINISTRATION					
57 10 18 10 003					
Evaluations-DOC	IM01D	5,000	0	0.0	5,000
Evaluations-FAS	IM01F	45,000	40,181	89.3	4,819
Consultant Fee-DOC	1313D	80,300	80,295	100.0	5
FAS Annual Workshop-DOC	26005	2,500	2,046	81.8	454
Subtotal FAS Administration		\$132,800	\$122,522	92.3	\$10,278

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
CANADIAN PROMOTIONS					
Fresh & Processed Grapefruit					
57 10 18 10 103					
Promotions-DOC	GR100	\$13,400	\$4,038	30.1	\$9,362
Promotions-FAS	1335F	302,870	238,493	78.7	64,377
Subtotal Canada-Fresh & Proc. Gft.		316,270	242,531	76.7	73,739
Processed Orange					
57 10 18 10 104					
Promotions-DOC	1335D	2,800	502	17.9	2,298
Promotions-FAS	1335F	543,040	524,317	96.6	18,723
Subtotal Canada-Proc Orange		545,840	524,819	96.1	21,021
Fresh Orange					
57 10 18 10 105					
Promotions-ATP	1335A	98,800	95,939	97.1	2,861
Promotions-DOC	1335D	10,807	3,859	35.7	6,948
Subtotal Canada-Proc Orange		109,607	99,798	91.1	9,809
TOTAL CANADIAN MARKETING		971,717	867,148	89.2	104,569
EUROPEAN PROMOTIONS					
FRANCE - PROMOTIONS - GRAPEFRUIT					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	GR100	15,300	10,219	66.8	5,081
Promotions-FAS	1335F	400,000	365,939	91.5	34,061
Total France Retail - Fresh & Proc. GFT		415,300	376,158	90.6	39,142
EUROPE - RETAIL - GRAPEFRUIT					
Fresh & Processed Grapefruit					
57 10 18 11 300					
Promotions-DOC	GR100	10,200	9,004	88.3	1,196
Promotions-FAS	1335F	366,800	327,051	89.2	39,749
Total Europe Retail - Fresh & Proc. GFT		377,000	336,055	89.1	40,945
TOTAL EUROPEAN PROMOTIONS		\$792,300	\$712,213	89.9	\$80,087

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2021 - JUNE 30, 2022

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
ASIAN PROMOTIONS					
JAPAN					
Fresh & Processed Grapefruit					
57 10 18 12 103					
Promotions-DOC	GR100	\$66,300	\$27,631	41.7	\$38,669
Promotions-FAS	1335F	1,230,155	1,078,552	87.7	151,603
Total Japan-Fresh & Proc. Gft.		1,296,455	1,106,183	85.3	190,272
KOREA					
Fresh & Processed Grapefruit					
57 10 18 13 103					
Promotions-DOC	GR100	7,450	7,450	100.0	0
Promotions-FAS	1335F	366,820	366,800	100.0	20
Total Korea-Fresh & Proc. Gft.		374,270	374,250	100.0	20
Processed Orange					
57 10 18 13 104					
Promotions-DOC	1335D	30,300	30,300	100.0	0
Promotions-FAS	1335F	510,090	510,090	100.0	0
Total Korea-Proc. Orange		540,390	540,390	100.0	0
TOTAL ASIAN PROMOTIONS		2,211,115	2,020,823	91.4	190,292
TOTAL INTERNATIONAL MARKETING		\$4,334,836	\$3,939,375	90.9	\$395,461
* SUBTOTALS BY FUNDING SOURCE					
Int'l Mktg-ATP		\$98,800	\$95,939	97.1	\$2,861
Int'l Mktg-DOC		471,261	392,013	83.2	79,248
Int'l Mktg-FAS		3,764,775	3,451,423	91.7	313,352
		\$4,334,836	\$3,939,375	90.9	\$395,461

FLORIDA DEPARTMENT OF CITRUS
INTERNATIONAL MARKETING
2020-2021 EXPENDITURES BY VARIETY/FUNDING SOURCE

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT
DEPARTMENT OF CITRUS					
General Operations	\$216,669	\$58,642	\$24,846	\$0	\$133,181
FAS Administration	82,341	24,702	8,234	0	49,405
Canadian Marketing	8,399	502	1,010	3,859	3,029
European Promotions	19,223	0	4,806	0	14,417
Asian Promotions	65,381	30,300	8,770	0	26,311
Subtotal DOC	392,013	114,146	47,666	3,859	226,342
FOREIGN AGRICULTURAL SERVICE PROGRAM					
FAS Administration	40,181	12,054	4,018	0	24,109
Canadian Marketing	762,810	524,317	59,623	0	178,870
European Promotions	692,990	0	173,248	0	519,743
Asian Promotions	1,955,442	510,090	361,338	0	1,084,014
Subtotal FAS	3,451,423	1,046,461	598,227	0	1,806,735
Agricultural Trade Promotion Program (ATP)					
Canadian Marketing	95,939	0	0	95,939	0
Asian Promotions	0	0	0	0	0
Subtotal ATP	95,939	0	0	95,939	0
TOTAL INTERNATIONAL MARKETING	\$3,939,375	\$1,160,608	\$645,893	\$99,798	\$2,033,077
Percent DOC Contribution	11%	11%	8%	100%	13%

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