

Annual Report

FISCAL YEAR 2024–2025 | FLORIDA DEPARTMENT OF CITRUS



Table of Contents



Executive Summary	3
Global Marketing	4
Economic & Market Research	7
Scientific Research	9
Domestic Orange Juice Marketing	11
Domestic Florida Citrus Marketing	44
International Florida Citrus Marketing.....	51
Financial Report	53

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 commercial 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, also known as HLB. Additionally, growers are faced with increasing production costs to sustain their groves in the battle against citrus greening. 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 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. The industry suffered additional losses from weather-related events in 2022-23. Following the strain placed on the industry by the weather events of the 2022-23 season, the industry was again challenged by the impact of Hurricanes Helene and Milton during September 2024.

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 continuation of a more robust escape tree program, aimed at identifying outlier trees that appear to thrive despite being infected with greening.

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 Grapefruit Juice. In certain markets, Florida Orange Juice and fresh Florida Oranges are marketed to consumers.

Building on the successful foundation of The Original Wellness Drink™, the FDOC marketing strategy was further refined to meet today's marketplace realities—where consumers are seeking out functional beverages that deliver wellness, value and authenticity.

At the center of this year's work was the True Original campaign, a bold creative platform that positioned Florida Orange Juice as both timeless and culturally relevant. The campaign celebrated “originals” while spotlighting the intrinsic benefits of 100% orange juice: immunity, heart health and performance, the very drivers of today's beverage choices.

The program focused on the Modern Juice Consumer, a new, wellness-driven, digitally engaged target audience motivated by functional beverage need states. The fully integrated marketing campaign—which featured connected TV, online video, paid search, social media, influencer activations, media relations and e-commerce partnerships with Walmart and Instacart—was complemented by outreach to health professionals. Registered dietitians, nutrition influencers and research promotion amplified the health story, further strengthening credibility and consumer trust.

Together, these efforts delivered more than 5.6 billion impressions, \$47.3 million in attributed sales and a Return on Ad Spend (ROAS) of \$13.96, solidifying Florida Orange Juice as The Original Wellness Drink.™

Global Marketing (cont.)



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

At the international level, the FDOC conducted retail and public relations activities throughout Japan, South Korea, Canada and Europe in association with agency partners in each of these export markets. While most 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 and 100% grapefruit juice in South Korea.

In Canada, activations included fresh Florida Grapefruit, fresh Florida Oranges and Florida Orange Juice. In-store sampling of Florida Grapefruit was conducted in 63 stores across Ontario and Québec at Metro Québec, Food Basics and Farm Boy locations. The FDOC hosted an event, inviting content creators and influencers to learn about Florida Orange Juice and how it fits into an active lifestyle. This event, in addition to the selected influencer partners, resulted in the development of 43 pieces of content with a campaign average engagement rate of 48%. The FDOC also found ways to provide consumers with the opportunity to sample Florida Orange Juice and for many to be reminded why they love Florida Orange Juice. More than 5,000 samples of Florida OJ were distributed, along with print materials including key nutritional messaging, at the Calgary Women's Show. The FDOC also tapped into the relationships multiple registered dietitians and health professionals ahead of the implementation of the Front-of-Package Labeling set to go into effect in January 2026. The goal of this program being to educate consumers on what the label means and how to interpret it.

In South Korea, activities focused on highlighting the nutritional benefits and premium quality of Florida Orange Juice and Florida Grapefruit Juice. Programs included the following tactics, earned media, retail promotions, food service promotions, consumer education through paid media, influencers and social media. Retail programs in 2024-25 included key retailers such as G-Market, Auction, Coupang, e-Mart and Costco. Food service promotions in South Korea helped introduce diversified use of Florida Grapefruit Juice and Florida Orange Juice to Koreans and served to encourage the development of new menu items. These food service promotions showed continued growth compared to the previous year, resulting in a total of over 51,000 orders in 2024-2025.

Global Marketing (cont.)



In Japan, programs focused on highlighting the Florida Difference, premium quality and versatility of Florida Grapefruit in retail, food service, public relations, earned media, paid media and social media. The FDOC conducted 138 in-store demonstrations providing Functional Food Labeling (FFL) POP materials with eight retail chains. The FFL activation allowed the FDOC to directly communicate health centric messaging at the point of purchase. In food service, 105 unique menu items were created using Florida Grapefruit across 65 different restaurants, generating more than \$150,000 in sales. There was also continued collaboration with 16 other U.S. Cooperators and participation in FAS/ATO events, including the American Food Fair at the Tenjin Chikagai Underground Shopping Center in Fukuoka and the Underground Central Square in Hiroshima.

In Europe, the FDOC conducted robust social media and influencer programs in the UK to increase awareness of Florida Grapefruit including partnerships with U.S. Cooperators, American Pistachios and Alaska Seafood. The social program utilized contests and boosting to build our audience and promote key messaging through eye catching and engaging content. In addition, the FDOC partnered with a UK chef to create 12 new recipes that were used to promote the versatility of Florida Grapefruit across the program.

In France, programs focused on giving consumers the opportunity to sample Florida Grapefruit in addition to educating key media on the Florida Difference. Samples were distributed directly to consumers through a food truck placed in a premium shopping mall resulting in 1,500 samples being distributed along with print materials reiterating key messaging. A test activation in the food service arena also saw strong interest from both participants and restaurants showcasing the many ways that Florida Grapefruit can be enjoyed. An event tailored to French chefs was also organized to give chefs an opportunity to experience Florida Grapefruit firsthand and share ideas on how it can be used in various recipes. For earned media, the FDOC partnered with a popular Chef to create a press kit with ten new, trendy Florida Grapefruit recipes. The press kit was sent to 500 top French journalists resulting in 34 publications and more than 49 million impressions. In addition, the FDOC partnered with seven influencers who promoted the quality and versatility of Florida Grapefruit, resulting in nearly a million impressions.

Economic & Market Research



Throughout the 2024-25 fiscal year, the Economic and Market Research Department (EMRD) managed the collection, analysis and dissemination of market research and production data and distributed findings to the FCC, FDOC staff and citrus industry organizations and stakeholders. Over 20 periodic and supplemental reports detailing key citrus industry trends were released throughout the year, including a baseline economic outlook for the citrus season, monthly economic indicators, weekly Florida processor statistics, fresh fruit movement updates, audited post-estimate fruit prices, various retail sales topline and trends reports and other performance metrics. These reports were continuously made available to interested stakeholders, including the FCC, FDOC staff and citrus industry organizations.

EMRD released the Florida Citrus Outlook report, providing in-depth updates on global and domestic trends for Florida's fresh oranges, specialty citrus and grapefruit. The report also analyzed the prior season's impacts, offering valuable context for industry stakeholders. In addition, EMRD maintained its assessment of global orange juice supply, projecting juice production and world inventories. These projections were critical for forecasting imports and refining the department's internal budget estimates.

EMRD provided on-demand updates to retail sales trend reports, supplemented with regional and promotional sales data and consumer awareness updates. These assessments examined consumer behavior amid high inflation and heightened price sensitivity, drawing on the FDOC OJ Tracker and other consumer data to evaluate responses to rising food costs. EMRD also partnered with researchers from the Florida Agricultural Marketing and Research Center at the University of Florida to deliver deeper analysis of how high prices and ongoing supply-side challenges are shaping orange juice demand, while tracking how consumer perceptions can help sustain and grow that demand.

EMRD published retail sales trends reports for the orange juice and grapefruit juice categories, including thirteen periodic Nielsen Topline and Retail Sales Trends reports every four weeks. Additionally, EMRD authored two supplemental white papers: *Shifting Market Dynamics in the Orange Juice Retail Category* (December 2024 vs December 2022) and the updated *Household Beverage Purchases: Trends and Insights from Nielsen Homescan Panel Data* (2024 vs 2023), which focus on regional sales and household trends within the beverage category.

Economic & Market Research (cont.)



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.

In line with its mission to disseminate research findings, EMRD shared its valuable insights with various audiences, including the Florida Citrus Commission, citrus industry conferences, grower meetings and other internal stakeholders.

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 trends in reporting.

Through its comprehensive analysis and dissemination of critical data, EMRD continues to play a key role in informing strategic decisions that support the long-term sustainability and growth of Florida's citrus industry. The department prepares briefings for the Florida Citrus Commission, growers, processors and policymakers, linking economic data to broader industry objectives. EMRD also develops economic impact assessments, demonstrating the value of Florida citrus to the state's economy and supporting advocacy for long-term investment in the industry.

Scientific Research



In 2024-25, the Scientific Research Department (SRD) focused on the health benefits of Florida Citrus, with an emphasis on Florida Orange Juice. This included the study highlighted below:

A clinical trial investigating the effects of 100% OJ consumption on skin health in women:

- Trial completed in 2023-24
- Poster presentation of study results at the American Society for Nutrition Conference in July 2024
- Manuscript submitted for publication

SRD continued to contract with the University of South Florida and Jennifer Hillis, RDN, a faculty registered dietitian nutritionist dedicated to the FDOC as the Citrus Nutrition Research Liaison. SRD also continued to monitor nutrition research literature daily. Research studies incorporate the effects of citrus, its juices, other 100% juices and their nutrients and bioactives in areas including but not limited to dietary patterns and overall health, immunity, brain health and heart health. SRD and Global Marketing worked together to develop nutrition- and health-focused messaging, updating key health information on FDOC websites and sharing educational information with health professionals in support of the public relations programs.

On the nutrition policy front, the process for 2025-2030 Dietary Guidelines for Americans is underway and SRD continues to follow and report on that activity. The guidelines are expected to be published in the fall of 2025.

Scientific Research (cont.)



SRD maintained its partnerships and collaborations with several entities. Our membership with the Institute for the Advancement of Food and Nutrition Sciences and its Cognitive Health Committee has allowed us to focus on bioactives to help drive and fund research in that area. The FDOC is also a member of the International Fruit and Vegetable Juice Association (IFU) and SRD staff continued to serve on the Nutrition and Sensory Working Groups within this organization to advance fruit juice research globally. Additionally, SRD continued to serve on the Nutrition Communication Committee for the Juice Products Association (JPA) as a nonvoting member and worked closely with the committee concerning JPA-funded research as well as health professional and consumer outreach. SRD staff serves on JPA's Women, Infants and Children (WIC) subcommittee. The FDOC participated in both in-person and virtual nutrition meetings and conferences throughout the year including the Food and Nutrition Conference and Expo, American Society for Nutrition and the American Sports and Performance Dietitians Association.

SRD collaborated with other outside entities to support research on Citrus Greening disease-based projects with the faculty at UF/IFAS Citrus Research and Education Center and with the Citrus Research and Development Foundation.

In 2024-25, the FDOC received general revenue research dollars to support New Varieties Development and Management Corporation. In addition, the FDOC's Program for Expedited Propagation (PEP) of HLB tolerant and resistant trees received \$2 million in nonrecurring general revenue funds to help fund propagation. The program provided FDACS—DPI certified materials for the Lennon Early RT20-T30, Lennon Early R21-T36, Hamlin N14-10, UF OLL-DC-3-36 and UF OLL-DC-3-40 varieties to 20 nurseries to bud increase trees. Nurseries are ready to take grower orders and begin mass-producing field trees of these varieties.

Domestic Orange Juice Marketing

GLOBAL MARKETING DEPARTMENT



Florida Orange Juice FY24-25 Campaign



OVERVIEW

In FY24–25, the Florida Department of Citrus (FDOC) marketing program advanced its mission to maximize consumer demand for Florida Citrus products, ensuring the sustainability of Florida growers, the citrus industry and the State of Florida.

Building on the strength of The Original Wellness Drink™, the program strategy was further evolved to meet today’s marketplace realities—where consumers are seeking out functional beverages that deliver health, value and authenticity. At the heart of this year’s work is the True Original campaign, a refreshed creative approach that celebrates Florida Orange Juice as both timeless and culturally relevant. By saluting “originals” and leaning into the modern meaning of “juice” as energy, drive and passion, the campaign connects emotionally and rationally with consumers. It reinforces the role of Florida Orange Juice in wellness—and specifically the benefits driving beverage sales today, such as performance, heart health and immunity.

Targeting a new audience, dubbed the Modern Juice Consumer, we harnessed AI-powered analytics, precision digital advertising, influencer partnerships, media relations, and e-commerce activations to drive sales today while building long-term loyalty. Through this integrated approach, the program elevated cultural relevance, strengthened perceptions of value and reaffirmed Florida Orange Juice as a trusted original delivering wellness with every sip.

Driving Florida Orange Juice Sales



CAMPAIGN RESULTS

The FY24-25 FDOC marketing campaign generated more than \$47.3 million in attributed sales, achieving a Return on Ad Spend (ROAS) of \$13.96, significantly exceeding industry benchmarks. Additionally, the campaign garnered a total of 5.6 billion impressions through strategic utilization of E-Commerce, Performance Marketing, Earned Media, Influencer partnerships and other channels.

Below is a comprehensive report outlining the performance metrics from each activated channel during last year's integrated marketing program.



\$47.3M

ATTRIBUTED SALES

5.6B

TOTAL IMPRESSIONS

\$13.96

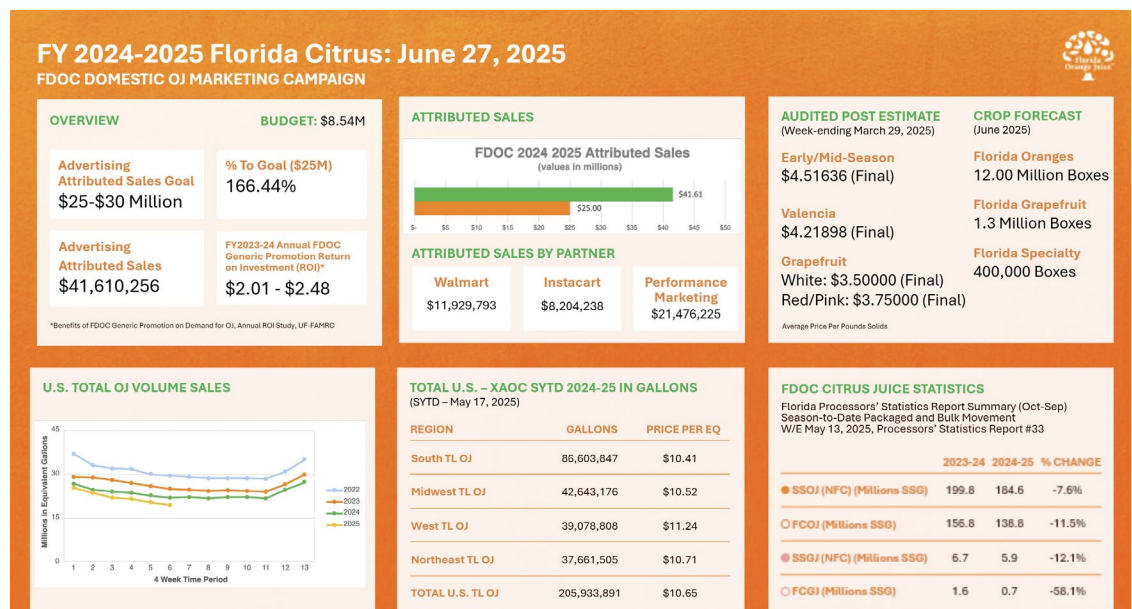
CAMPAIGN ROAS

189%

TO SALES GOAL

FDOC FY2024–2025 Final Year End Dashboard

Last report pulled
July 2025*



*Does not reflect final attributed sales total for FY 24/25

Engaging a New Target Audience



THE MODERN JUICE CONSUMER

Analysis of Nielsen panel data showed an erosion of orange juice consumers across both moderate/light and heavy users of orange juice. As heavy users accounted for a disproportionate share of category volume, a new approach was developed that aimed to motivate purchases across the category. It protected and fortified the core frequent OJ users while also motivating moderate/light consumers to purchase more often and incentivizing lapsed users to return to the orange juice category.

This led to the development of a custom target audience dubbed the Modern Juice Consumer. A more focused target, this audience is defined more by mindset and functional beverage need states vs traditional demographics, which is demonstrated through digital and purchase behaviors.

The campaign drove sales by targeting these Modern Juice Consumers using AI-powered analytics with precision and frequency, ultimately maximizing ROI on every media dollar.

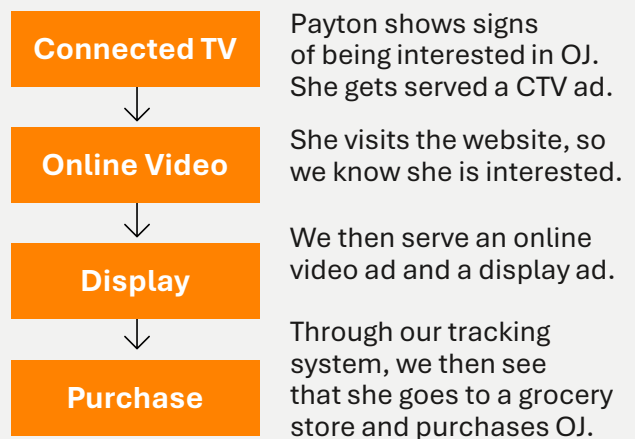
It also built perceptions of the value of Florida Orange Juice by reinforcing positive health and versatility benefits, prioritizing messages that align with what we know they're seeking in functional beverages.

How do we reach the Modern Juice Consumer with AI-powered analytics?

Through our partnerships with Zeta, we have access to the world's largest data cloud, which has opt-in data on 95% of U.S. adults. This enables us to move beyond targeting broad audiences based on demographics, instead reaching individuals 1:1 based on their online and offline behavior.

We identify those who seem most likely to increase their juice consumption, then give them a nudge through compelling advertising to make the leap to buy.

What this looks like:



MODERN JUICE CONSUMERS AT A GLANCE

- Represent a broader set of OJ consumption frequencies (heavy, moderate, light and lapsed)
- They're looking for wellness, for themselves and their families
- 25-55, mid- to upper-income skew
- Digital natives with technology interests
- Avid sports fans (watch and participate in sports)
- Look to food, beverages and supplements as important for optimizing their health

The Original Wellness Drink



CREATIVE OVERVIEW

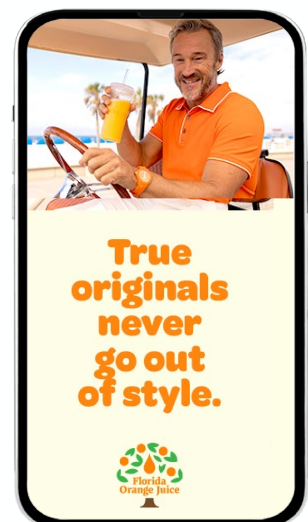
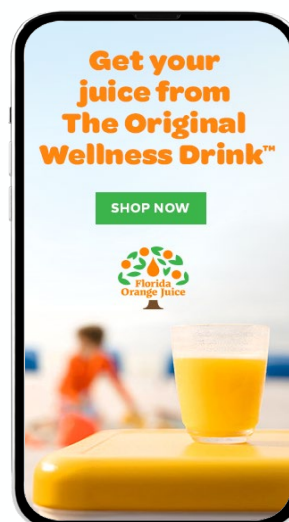
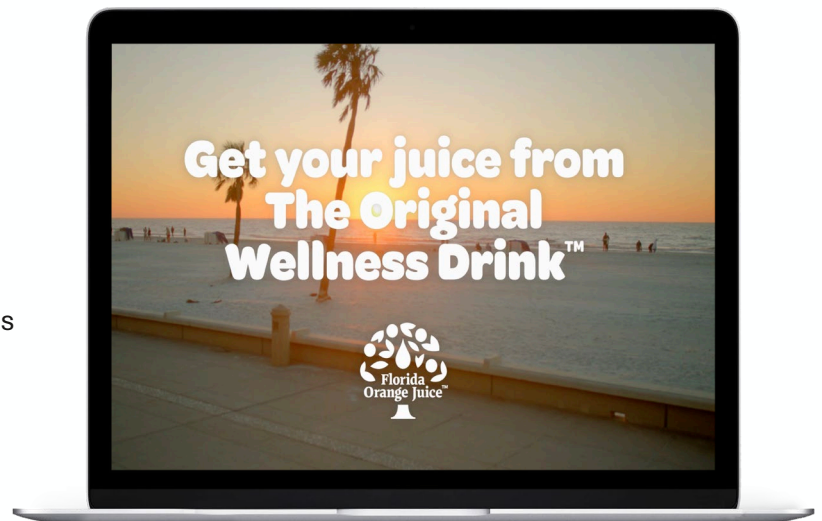
In FY24–25, a new creative campaign, The True Original, was developed. While retaining the Original Wellness Drink, we squeezed more out of it by refreshing the messaging and creative. The campaign elevated cultural relevance by celebrating originality, owning all the positive messages that resonate with our audiences, and going beyond what's expected.

The True Original campaign aimed to increase willingness to pay and drive sales for Florida Orange Juice. Creative assets included three, :15 spots, each focused on a functional beverage attribute driving sales today (performance, immunity and heart health), and a :30 hero spot featuring all the True Originals. New assets developed this year also included:

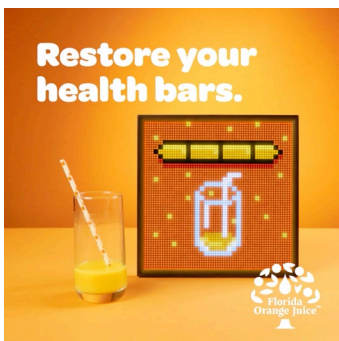
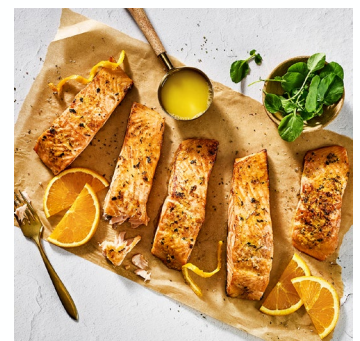
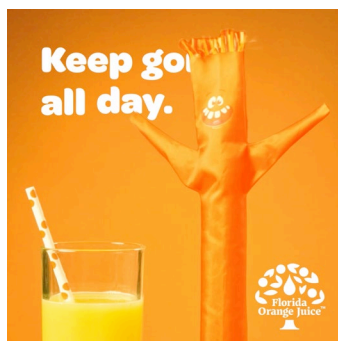
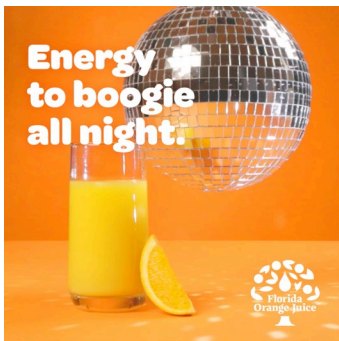
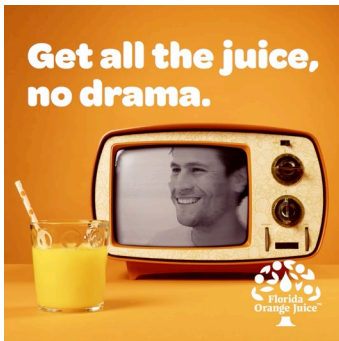
- Lifestyle photography in conjunction with the video ads
- New product and recipe images
- Object series connecting Florida Orange Juice to other iconic originals

The new creative is resonating with consumers across all platforms, with upticks in return on advertising spend and engagement from the prior year.

Brand lift study results indicate that new creative is positively impacting purchase intent and Florida Orange Juice perception measures.



The Original Wellness Drink Assets





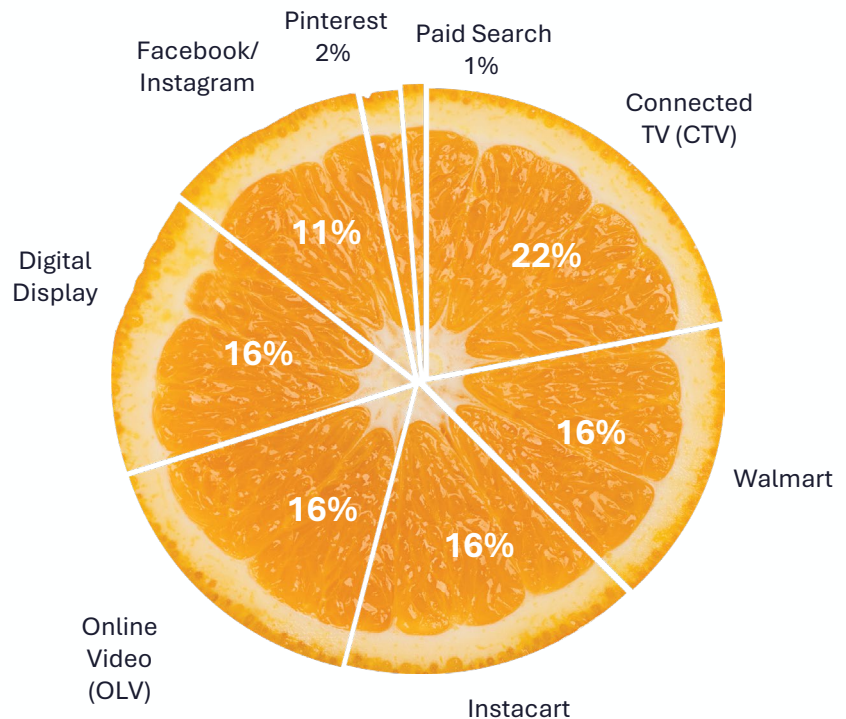
An Updated Approach: Performance Marketing & eCommerce

CONNECTING ONLINE ENGAGEMENT TO OFFLINE SALES

Performance Marketing programs are online marketing and advertising efforts that utilize data to target key audiences and prompt them to take a specific action. In FY24-25, we moved to a state-of-the-art system that reaches the Modern Juice Consumer 1:1 and allows attribution of retail purchases to the digital marketing program. For the first time, the FDOC could connect online advertising to offline retail sales.

The following suite of tactics to drive these business results for the FDOC were identified:

- eCommerce
- Connected TV and online video ads
- Display (banner advertising)
- Airport advertising
- Paid search
- Social media



The True Original

Awareness



Consideration



Purchase



Repeat Purchase



DOMESTIC ORANGE JUICE MARKETING

eCommerce: Overview



OVERVIEW

While eCommerce channels continued to be pivotal tools in driving awareness, consideration and purchase for the FDOC, they were scaled back to allow for a more omnichannel approach, focused on attributing sales to awareness tactics and building brand affinity.

Targeted placements on Walmart and Instacart helped convert high-intent shoppers as well as lapsed buyers at the point of purchase.

In FY24-25, the FDOC generated more than \$21 million in attributable sales across eCommerce partners (Walmart and Instacart), achieving a return on ad spend (ROAS) of \$16.29.

RESULTS

\$21M

ATTRIBUTED SALES

\$16.29

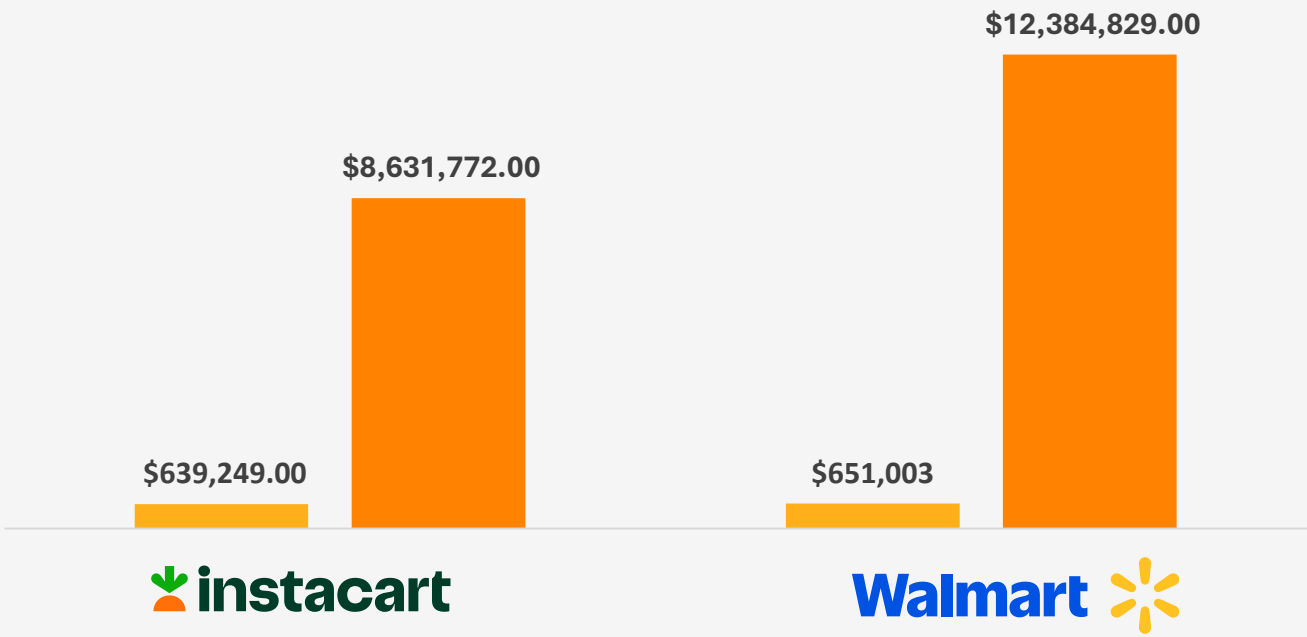
ROAS

3,717,510

UNITS MOVED

Spend vs Revenue for eCommerce Campaigns

Spend Attributed Sales



eCommerce: Walmart & Instacart



PURCHASE

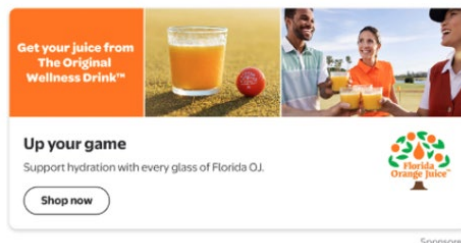


During FY24–25, the FDOC scaled back its partnership with Walmart to focus on increasing brand awareness through digital channels. Walmart's eCommerce advertising platform continued to be a strong channel for the FDOC because it leverages a combination of audience intent, retail integration and shopper behavior to drive results.

Walmart was still a key driver of success for the eCommerce channel, with Walmart display ads driving more than \$12 million in sales, and Walmart Sponsored Products ads driving \$314,218 in sales.

The campaign targeted consumers during key moments throughout the year, with an emphasis on Back to School, Holiday, Winter Wellness, Heart Health and Performance. It drove sales among buyers new to the brand with 31% of sales attributed to people who had not purchased Florida Orange Juice within the last 12 months.

Performance Campaign Display unit



RESULTS

\$12.4M

WALMART ATTRIBUTED SALES

72.6M

CAMPAIGN IMPRESSIONS

\$19.02

ROAS



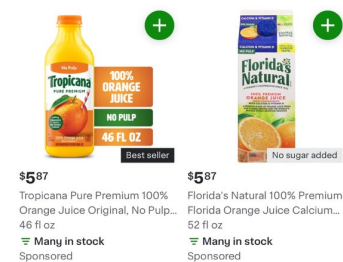
Shoppers use Instacart specifically to fill their carts with essentials, which makes orange juice a natural fit as a staple item. The campaign utilized sponsored placements to ensure that specific Florida Orange Juice products appeared prominently in search results for terms such as “juice” or “orange juice,” thereby increasing visibility at the point of decision.

The FY24–25 campaign also utilized Instacart's Impulse buy optimization. Impulse slots remind shoppers to add items they might have forgotten, like orange juice, to their basket. ROAS increased significantly YoY (from \$11.60 to \$13.50) for the sponsored products ad type.

Through Instacart, the FDOC was able to connect with the Modern Juice Consumer, even those who hadn't purchased recently. In fact, \$2.4 million (27%) of total sales were from new purchasers.

Sponsored Product unit

Results for "100% oj"



RESULTS

\$8.6M

INSTACART ATTRIBUTED SALES

63M

CAMPAIGN IMPRESSIONS

\$13.50

ROAS

Performance Marketing: Overview



OVERVIEW

The Performance Marketing program is comprised of high-impact ads, using content from the True Originals campaign, delivered across digital channels to boost visibility and move the Modern Juice Consumer from awareness to purchase. Throughout the year, content was tested, measured and optimized accordingly.

Behavioral and predictive targeting techniques ensured messaging reached the key audience at the ideal times.

Traditionally, display and video have been used primarily as awareness-based tactics. Now, the ability to connect ad exposure to purchase behavior allows for measurement of these channels' sales impact. This elevates the role of display and video, ensuring they not only build awareness but also work harder to deliver measurable outcomes for the FDOC.

RESULTS

\$26.3M

ATTRIBUTED SALES

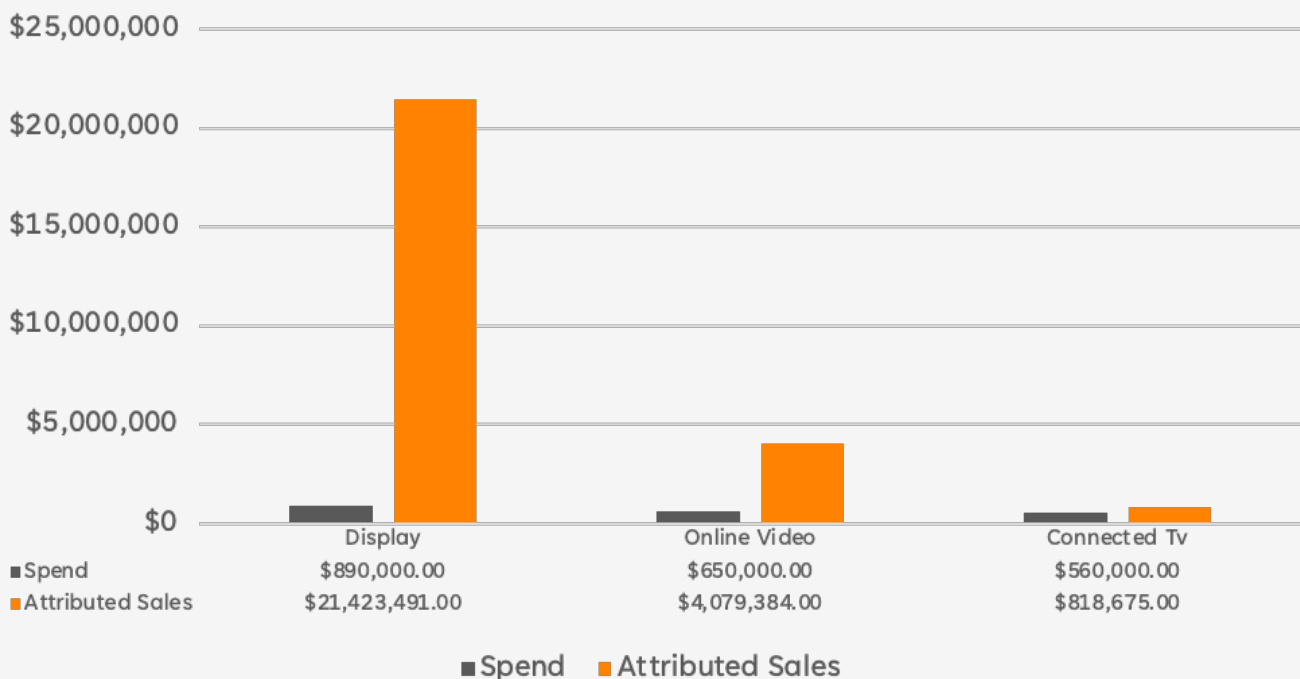
\$12.53

ROAS

4,691,667

UNITS MOVED

Spend vs. Revenue for Performance Marketing Campaigns



Performance Marketing: Video and Display



AWARENESS & PURCHASE

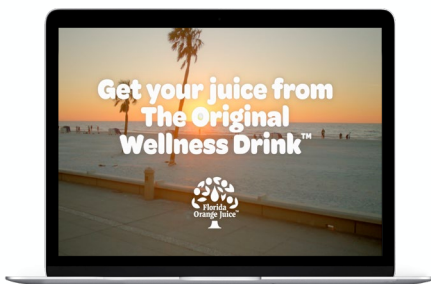
VIDEO

As consumer habits continue to shift toward streaming and on-demand content, digital video remains one of the most powerful ways to reach and influence shoppers.

The campaign delivered memorable video ads to modern juice consumers across all screens, from connected TVs to online video. This built awareness, expanded reach and grew engagement.

This multi-screen approach elevated brand recognition and preference while driving measurable impact that connected directly to retail sales.

TOP-PERFORMING SITES & APPS



RESULTS

47.51M

VIDEO IMPRESSIONS

42M

COMPLETED VIDEO VIEWS

\$4.05

ROAS

\$4.89M

ATTRIBUTED SALES

90%

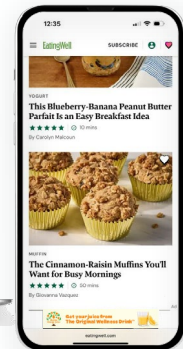
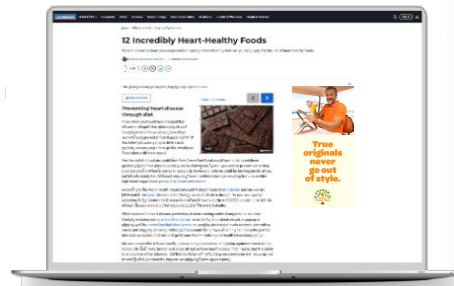
VIDEO COMPLETION RATE

DISPLAY

The campaign used display advertising to reinforce messaging, promote tentpoles, highlight key moments, strengthen brand recall and increase purchase consideration among Modern Juice Consumers.

Compelling, attention-grabbing digital display ads guided audiences to custom landing pages on the FDOC website, delivering a seamless connection between ad content and on-site experience.

Display ads proved to be the strongest retail sales driver for FY24-25. The top-performing creative overall was the True Original static mobile ad, while the True Original 300X600 animated ad delivered the best results among desktop placements. Both examples are shown below.



RESULTS

150.12M

DISPLAY IMPRESSIONS

325.7K

CLICKS

\$24.07

ROAS

\$21.42M

ATTRIBUTED SALES

0.22%

CLICK THROUGH RATE

Performance Marketing: Airport



AWARENESS

WIFI — REACHTV — LED BOARDS

To reach consumers during peak travel periods and share the wellness and immunity benefits of Florida Orange Juice, a Holiday and Spring Break promotion aimed at Florida-bound travelers was launched.

The promotion featured Wi-Fi ad sponsorships on JetBlue and American Airlines flights into Florida airports. This engaged travelers online and generated 4.5M impressions as well as 141K clicks to complete a video and continue to an Instacart brand page.

The Holiday campaign achieved a 50% action rate (people who chose to watch the FDOC video), while the Spring Break campaign achieved a 43.1% action rate. Both well exceeded benchmarks and reflected strong engagement with the in-flight audience during these peak periods.

Additionally, during Spring Break, the promotion delivered messaging to travelers using Reach TV at key Florida airports, capturing attention during dwell times and driving 4.2M impressions via airport TV.

In Tallahassee, the promotion included static LED signage in the airport lobby and baggage claim areas. This generated 2.2M impressions in those high-traffic areas from March 3 to May 4.

RESULTS

4.5M

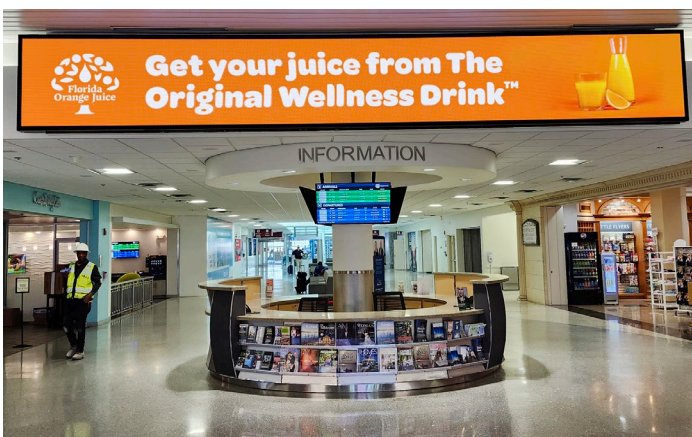
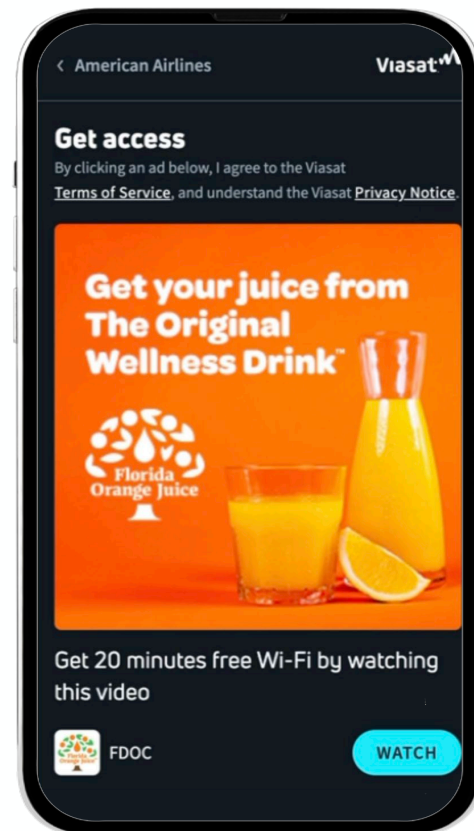
VIDEO IMPRESSIONS

2.2M

STATIC IMPRESSIONS

141K

CLICKS



Performance Marketing: Paid Search



CONSIDERATION

PAID SEARCH ON GOOGLE

The paid search campaign educated information-seeking consumers about the benefits of Florida Orange Juice by capturing high-intent search queries and delivering tailored messaging that drove them to relevant landing pages.

This strategy ensured that Florida Orange Juice appeared consistently in search results—at the exact moment consumers were seeking information—to capture demand, build awareness, foster brand affinity and showcase product usage in meaningful ways.

MOST SHOWN ADS

Use Florida Orange Juice | DIY Orange Juice Gummies | Easy Homemade Gummies
www.floridacitrus.org

Make your own orange juice gummies with our easy two-ingredient recipe. Get vitamin C in these homemade 100% orange juice gummies with no added sugar!

[Health & Nutrition](#)
[Recipe Catalog](#)
[Florida Citrus Gifts](#)
[About Florida Citrus](#)

Use Florida Orange Juice | Delicious Orange Desserts | Sweet Treats with Oranges
www.floridacitrus.org

Discover refreshing desserts made with Florida Orange Juice. Elevate gatherings with delicious desserts featuring Florida Orange Juice.

[Health & Nutrition](#)
[Recipe Catalog](#)
[Florida Citrus Gifts](#)
[About Florida Citrus](#)

Use Florida Orange Juice | Zesty Florida OJ Salsa Verde | Refreshing Citrus Salsa Recipe
www.floridacitrus.org

An easy and delicious Florida Orange Juice Salsa Verde recipe. Try this unique salsa verde with a kick from Florida Orange Juice and spicy jalapeños.

[Health & Nutrition](#)
[Recipe Catalog](#)
[Florida Citrus Gifts](#)
[About Florida Citrus](#)

RESULTS

482K

IMPRESSIONS

17K

ENGAGEMENTS

3.53%

CLICK THROUGH RATE (CTR)

\$0.62

COST PER CLICK (CPC)

8.85K

CONVERSIONS

Performance Marketing: Paid Social



FACEBOOK & INSTAGRAM

The Meta paid strategy was comprised of two parts: boosting all organic in-feed posts and running always-on traffic and awareness ads to drive web traffic and consumer awareness of Florida Orange Juice's health benefits and generate usage inspiration.

Through paid social amplification, the campaign reached more consumers with engaging content that helped keep Florida Orange Juice top of mind.

Meta ads featured three styles of creative that amplified the True Originals campaign, including the True Original characters, campaign ads and seasonal recipes with the refreshed branding.

Traffic ads yielded over 467K clicks to the FDOC website at an average CPC of \$0.40, which is well below the industry average. Awareness ads generated 104M impressions at an average CPM of \$1.16, which is also below industry average. Boosted posts were also optimized for awareness and garnered over 112M impressions at an average CPM of \$1.51.

Content performance is continuously monitored on Meta, making optimizations around campaign duration, platform segmentation and creative style to improve results month over month.

RESULTS*

264.8M
IMPRESSIONS

2.4M
ENGAGEMENTS

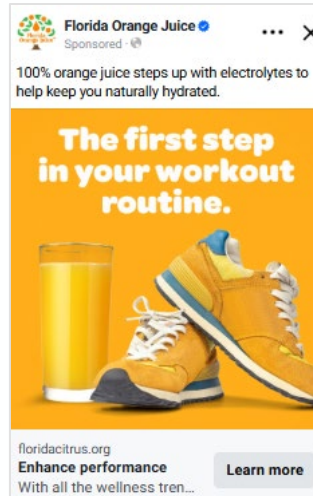
693K
LINK CLICKS

\$0.97
COST PER CLICK (CPC)

Florida Orange Juice™

*Results reflect cumulative total of ads and boosted posts on Meta

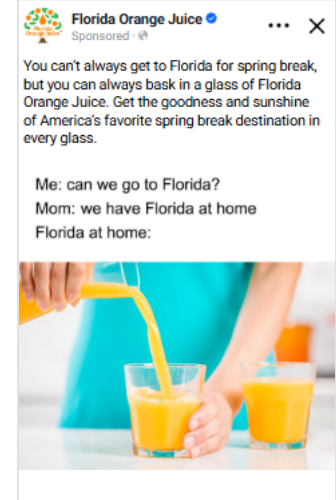
TOP PERFORMING META ADS



"Object Series" ad



TOP-PERFORMING BOOSTED POSTS



Performance Marketing: Paid Social



PINTEREST

Seasonal and evergreen search trends on Pinterest were evaluated to help guide the strategic selection of FDOC-owned recipes to include in each monthly campaign. All campaigns were optimized for web traffic to help bring more consumers to the FDOC site and inspire increased usage occasions.

FDOC's new creative was also introduced in the channel, integrating the refreshed branding and prioritizing photo quality. The FY24-25 channel strategy, along with these aesthetic improvements, quickly bolstered performance across the board. CPC was cut in half (or two-thirds in some cases) and CTR continuously improved while the program engaged a broader, relevant consumer audience and increased consideration of Florida Orange Juice.

RESULTS

21.5M

IMPRESSIONS

334K

ENGAGEMENTS

1.38%

CLICK THROUGH RATE (CTR)

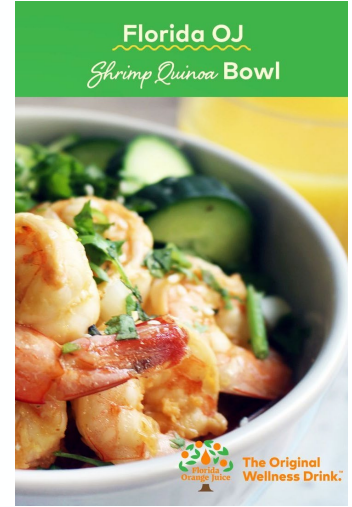
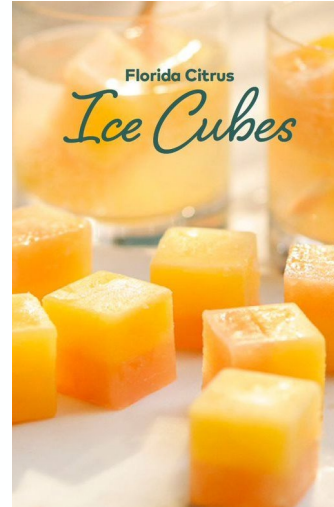
\$0.29

COST PER CLICK (CPC)

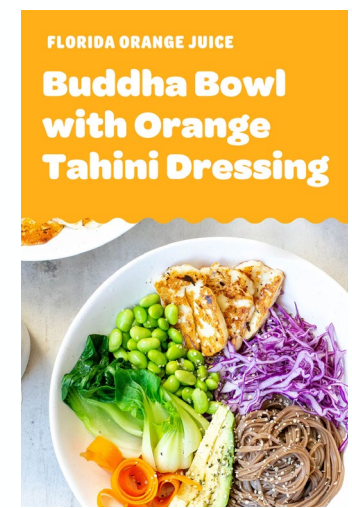
287.8K

PIN CLICKS

OLD CREATIVE



REVAMPED CREATIVE





OVERVIEW

In FY24–25, the content strategy was revamped to highlight three key content pillars: health & wellness, groves & growth, and recipes. Keeping these pillars at the core of the strategy helped create a cohesive look across channels, reach consumers in more engaging ways and drive preference of Florida Orange Juice.

The strategy also featured a content style update, moving the focus away from stock photography and into more authentic images and video content. This included sourcing user-generated content from creators across platforms. To complement these updated efforts, we implemented a paid media program to drive more awareness and views directly from our Modern Juice Consumer audience. The result was a dramatic increase in impressions, engagements and followers.

Recipes were frequently among the top-performing posts, especially on Instagram, but content that touched on real-time social trends and holidays quickly became some of the most engaging posts across platforms. Health-centric content and grove images were regularly the highest-reaching posts on Facebook.

Instagram Reels were some of the highest-reaching posts. The team regularly prioritized showcasing Florida Orange Juice in authentic and unexpected ways, which bolstered engagement and helped contribute to follower growth on Instagram.

RESULTS

103M

CONTENT IMPRESSIONS

*also included in the Meta paid overall total

661.8K

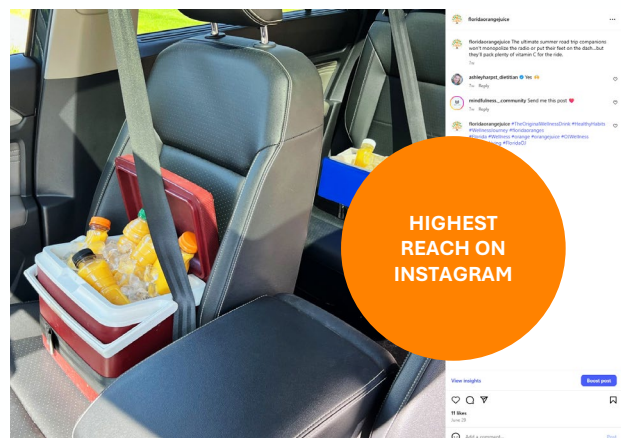
PAGE ENGAGEMENTS

*also included in the Meta paid overall total

12% INCREASE

INSTAGRAM FOLLOWERS

CONTENT HIGHLIGHTS



Influencer Partnerships



OVERVIEW

The FY24–25 campaign leveraged strategic influencer partnerships in a variety of ways, including generating engaging video content, spreading awareness of FLOJ health benefits, inspiring consumers with recipes and usage occasions and recipe development.

An expansive roster of influencers was utilized, ranging from registered dietitians and parent influencers to professional bakers and general lifestyle content creators. Together, they authentically communicated key messages in a variety of styles to diverse audiences. Influencer content was also boosted across Meta to further amplify the reach of high-quality content.

The team activated influencer partnerships during key moments throughout the year. In the winter, influencers promoted the health benefits of 100% orange juice to help support immunity during cold & flu season. Influencers also launched in the spring and summer, capitalizing on holidays like Mother's Day and picnic season.

The campaign also included a partnership with a content creator specializing in recipe development. It was a cost-effective way to generate 20 brand-new recipes that the FDOC can own and use in any capacity needed. This not only helped support the website with more evergreen and SEO-friendly content, but it provided more modern and appetizing recipe photography to enhance the FDOC's social presence.

RESULTS*

7
**INFLUENCER
PARTNERS**
20
**UNIQUE PIECES
OF CONTENT**
8.1M+
IMPRESSIONS

20
NEW FDOC-OWNED
RECIPES

896K+
ENGAGEMENTS

WINTER IMMUNITY



@aly.andco
79.3K followers



@dietitiancass
91.1K followers

RECIPE DEVELOPMENT

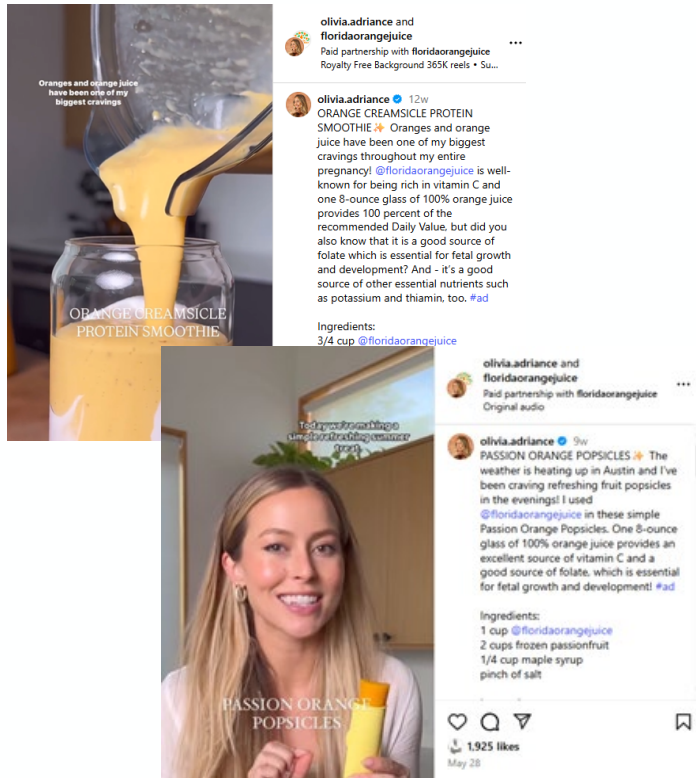
@afullliving | 46.8K followers



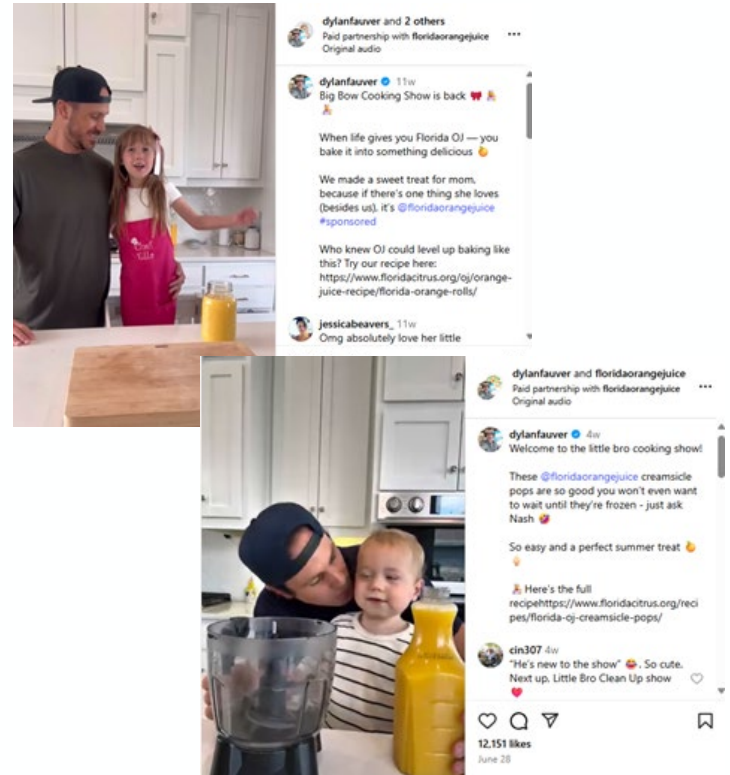
Influencer Partnerships (cont.)



@olivia.adriance | 1.6M followers



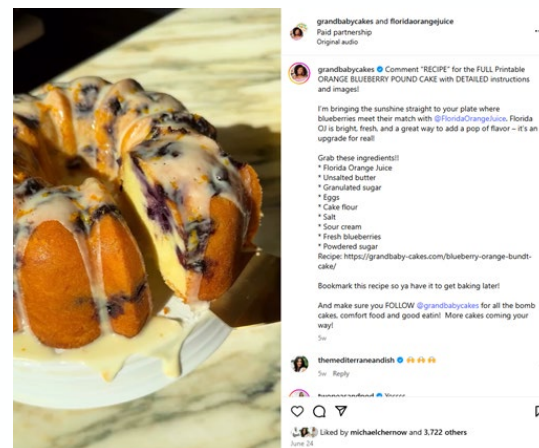
@dylanfauver | 262K followers



@anniemescall | 167K followers



@grandbabycakes | 596K followers



DOMESTIC ORANGE JUICE MARKETING

Issues Management



OVERVIEW

In FY24-25, the FDOC team focused on protecting positive consumer sentiment and the Florida Citrus industry's reputation through a range of activities, including a refresh of preparedness plans, media monitoring, ongoing strategic counsel and real-time issues management support.

STRATEGIC COUNSEL & MEDIA ENGAGEMENT

The FDOC provided counsel on, and prepared for priority issues throughout the year. The team supported the development of communications materials, messaging and media responses for several topics, including:

Orange juice pricing: The FDOC received several media inquiries related to rising orange juice prices and an increased Futures price. The team developed messaging and interview talking points to better explain Futures pricing, as well as clarity around supply and its impact on demand. Dr. Marisa Zansler was a key spokesperson for this topic.

Crop forecast: The FDOC was asked for comment in FY24-25 related to various crop forecast updates from both the U.S. and Brazil. The team delivered messaging and prepared statements and offered select interviews to provide reporters with more background on the situation, as well as the industry's efforts to rebound.

State of the industry: Several national media outlets inquired about the state of the Florida citrus industry, what it means for consumers and future supply. The team used these requests as opportunities to share health and nutrition messaging, consumer trends data, economic insights and more. The FDOC's contributions shifted coverage away from a negative narrative for a more balanced outcome.



CBS EVENING NEWS FEATURE STORY

The FDOC hosted a crew from CBS Evening News, visiting orange groves and a production facility and sitting down with Executive Director, Shannon Shepp, to discuss the state of the industry. The FDOC's involvement helped neutralize coverage that would have otherwise been distinctly negative.

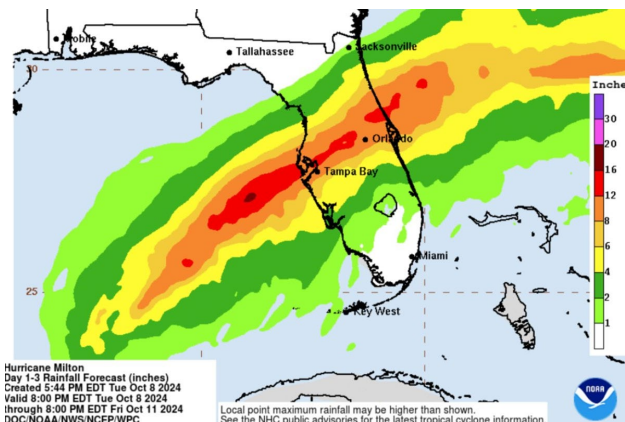


AROUND-THE-CLOCK MEDIA MONITORING

To stay ahead of potential issues, the team conducted robust media monitoring around the clock, allowing the FDOC to keep a pulse on industry and consumer news and respond quickly when needed.

HURRICANE PREPAREDNESS

Preparation for the fall 2024 hurricane season included an updated hurricane plan with a refreshed look at roles, responsibilities and messaging. The team also collaborated with Florida Citrus Mutual (FCM) to streamline the industry's strategy and media responses. The FDOC and FCM partnered to share industry perspectives and impact surrounding Hurricane Milton.





OVERVIEW

Throughout FY24–25, the team secured diverse media placements across consumer media to promote the consumption, purchase and health benefits of Florida Orange Juice.

Collaboration with registered dietitians offered media credible, third-party validated nutrition facts which helped secure top-tier placements. Efforts included MAT releases, individual broadcast segments, a satellite media tour (SMT) and proactive outreach with timely pitch angles. Our initiatives aimed to highlight the benefits of Florida Orange Juice and 100% orange juice to a broad audience.

RESULTS

2.2K+

TOTAL PLACEMENTS

5.2B+

TOTAL IMPRESSIONS

PROACTIVE PITCHING

In FY24–25, the team worked diligently to reintroduce the FDOC to the media and establish a network of connections across consumer lifestyle, parenting, food and beverage, business, trade, agriculture, health, nutrition and wellness media.

Monthly, the team pitched story angles from the seasonal editorial calendar. The strategy also leaned into trending content to tell the 100% orange juice story. Recipes and health facts consistently directed readers back to the Florida Orange Juice website.

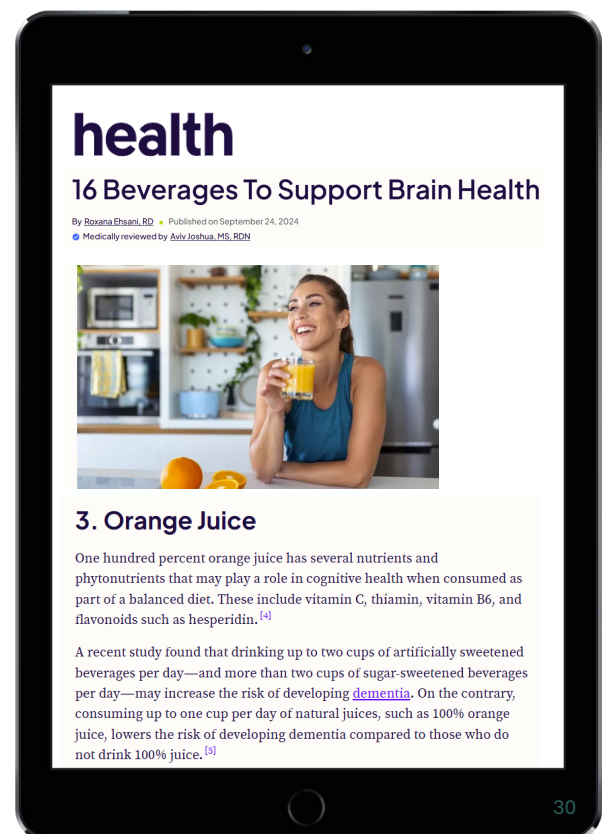
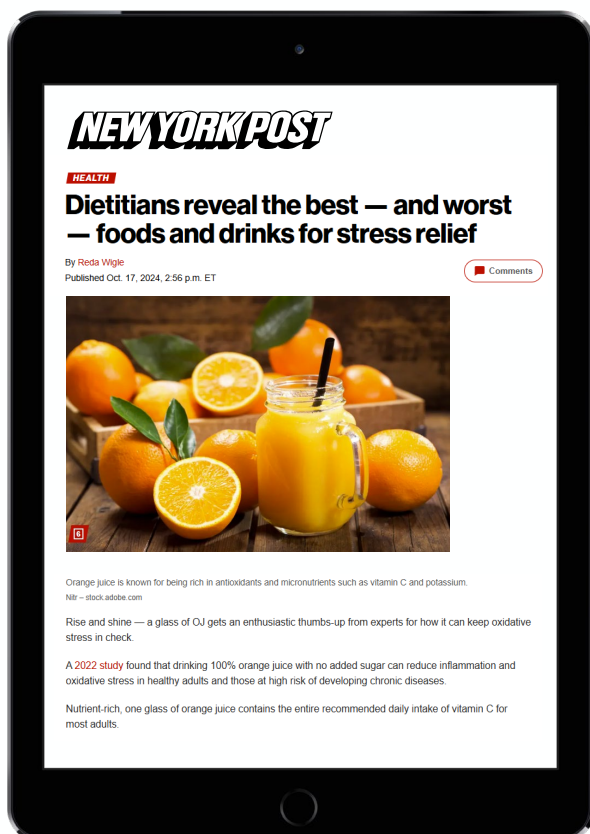
RESULTS

50+

UNIQUE PITCHES

1.1K+

REPORTERS CONTACTED



Media Relations: Summer Hydration Campaign



SUMMER HYDRATION SATELLITE MEDIA TOUR

Registered dietitian Amy Goodson participated in a segment distributed to over 190 local markets and conducted interviews with TV stations and radio hosts on behalf of the FDOC. Amy's core messaging was focused on 100% orange juice as a wholesome and efficient way to stay hydrated in the summer.

The media tour exceeded all goals, including a campaign total of 18M+ impressions vs the goal of 15M. This was achieved by leveraging a mix of earned local interviews and nationally syndicated broadcast segments.

RESULTS

18M+

TOUR IMPRESSIONS

190

LOCAL MARKETS REACHED

SUMMER HYDRATION MAT RELEASE

Using the same core content from the summer hydration SMT, the team developed a premium summer hydration MAT release. It was published on over 1.3K websites, generating 488M+ impressions.

In addition to discussing the hydration-supporting benefits of 100% orange juice, the release also provided proof points about immunity and flavor benefits. A recipe for Orange Juice Citrus Chicken Kababs located on the consumer site was backlinked to boost visibility and unique visits.

RESULTS

564M+

IMPRESSIONS

1.4K+

PICKUPS

FOX 28

Hydration Hacks And Myths: Why Water Isn't Your Only Option This Summer

by Good Day Extra | Mon, June 23rd 2025 at 11:38 AM
Updated Mon, July 7th 2025 at 3:29 PM



yahoo!life

Albuquerque Journal, N.M.

Power Your Summer with 100% Orange Juice

Albuquerque Journal, N.M.
Sun, June 22, 2025 at 10:58 PM CDT
3 min read

Generate Key Takeaways

Jun. 22—(Family Features) Whether you're lounging by the pool or hitting the trails for a family hike or bike ride, exposure to summer heat can leave you feeling dehydrated and fatigued.

Comprised of nearly 90% water and delivering essential electrolytes like potassium and magnesium, 100% orange juice can serve as a healthy complement to your hydration routine. These electrolytes are crucial in helping to maintain fluid balance and muscle function regardless of the time of year, but

RECIPE OF THE WEEK

A recipe for Orange Juice French Toast with Infused Whipped Cream created by FDOC was published on over 170 websites generating 75M+ impressions, while reinforcing key health messages and driving visibility through backlinks to the consumer site.

Miami Herald

Begin Summer Days with a Satisfying Breakfast

Family Features
Updated June 22, 2025 9:25 PM



DAILY FLASH

RADIO AMERICA

youtoo AMERICA

Florida Orange Juice™

Media Relations: Broadcast Segments



BROADCAST

The team tapped into relationships with both new and established OJ-friendlies, who secured broadcast segments and amplified brand messages on their own channels, further extending the reach and impact of Florida Orange Juice's nutrition and health messaging.

25.7M
IMPRESSIONS



Good Day SA broadcast segment with Shannon Garcia, RD, highlighting immunity and recipe inspiration.



PHL Morning News broadcast segment with Toby Amidor, RD, showcasing the immunity-supporting benefits of Florida Orange Juice and recipes.



New York Living broadcast segment with celebrity chef George Duran featuring immunity-supporting mocktails made with 100% orange juice.



Good Day PA broadcast segment with Mandy Enright, RD, featuring how to refresh a tailgate with Florida Orange Juice.



KTLA broadcast segment with Mascha Davis, RD. Earned coverage features an immunity-supporting sunshine smoothie, noting it is made with 100% orange juice, so it is naturally sweet and contains vitamin C and potassium, which are important for heart health.

Media Relations: Notable Online Placements



MEDIA PLACEMENTS

The team tapped into relationships with both new and established OJ-friendlies, who secured media placements that further extended the reach and impact of Florida OJ's nutrition and health messaging.

18.5M

IMPRESSIONS

HUFFPOST

Stressed Out? Dietitians Say You Should Stock Up On These Foods.

No, it's not wine.



"One study found that drinking 100% orange juice may play a positive role in chronic inflammation and oxidative stress," said registered dietitian [Roxana Ehsani](#). "More specifically, drinking 100% OJ significantly reduces a well-established marker of inflammation called interleukin 6 in both healthy adults and adults at high risk of developing chronic diseases. Drinking 100% orange juice with no added sugar can be a beneficial (and delicious) addition to your diet."

OJ is high in nutrients like vitamin C, and one serving (about eight ounces for adults) yields [124 milligrams](#). With the recommended daily intake of vitamin C sitting at around [70-90 milligrams](#), you can get all the vitamin C you need for the day in one glass. Just make sure to opt for the unsweetened kind!

36.8M

IMPRESSIONS

AOL

7 Best No-Added-Sugar Drinks to Keep You Healthy & Hydrated, According to Dietitians

2. Orange Juice



Orange juice is a top pick for hydration, says sports dietitian [Kelly Jones, M.S., RD](#), owner of Kelly Jones Nutrition. "While all juices contribute to fluid intake and may taste more refreshing than water at times, a past study showed orange juice ranked higher than many other beverages in measures of hydration," she explains. Other research has found that orange juice may be just as hydrating as a sports drink, thanks to its mix of electrolytes and carbohydrates (though it's important to note that this research was funded by the Florida Department of Citrus).

In addition, a cup of OJ also serves up a full serving of fruit, as well as an excellent source of immune-supporting vitamin C. When picking out a bottle, look for one that says 100% orange juice on the label to avoid any added sugars. Enjoy it by the glass or create a refreshing bubbly beverage by mixing together equal parts juice and sparkling water.

14.7M

IMPRESSIONS

EatingWell

6 Best Antioxidant-Rich Drinks, According to Dietitians

Find out if your favorite beverage made the list!

6. Orange Juice



One beverage that seems to always have a seat at the breakfast table is orange juice and for good reason. [Orange juice](#) provides an excellent source of antioxidant-rich vitamin C, carotenoids and flavonoids. Spano points out OJ also contains the powerful antioxidant hesperidin, which also has anti-inflammatory and anti-carcinogenic properties.^[4] "Most of the hesperidin is found in the peel and membranes of the orange. When oranges are pressed to make 100% orange juice, the hesperidin is extracted from the peel, pulp and membranes, making 100% orange juice one of the best food sources of hesperidin."

A 3.5-ounce serving of orange juice contains 0.64 mmol antioxidants.^[3] Sip on this glass of sunshine cold, or use it in a recipe.

721M

IMPRESSIONS

460

PICK UPS

CBS NEWS

Florida orange juice production plummets amid crop disease, natural disasters and shrinking demand

In its juicy heyday, a glass of orange juice was a staple of a healthy breakfast. Orange crops flourished in Florida – the "Orange State."

Shannon Shepp, executive director of the [state's Department of Citrus](#), agrees those were the "good old days," but she also knows nostalgia is no nutrient to grow a sunny future. While some industries have supply issues and some have demand issues, oranges have both.

Right now, supply is the greater challenge, Shepp said, due to a "[terminal disease](#)" that's been affecting citrus trees for two decades. Citrus greening is a bacterial infection spread by an Asian bug. It has blighted the state's orange industry, and although research is ongoing, there's no cure.

Over the last 20 years, production in Florida orange groves has plummeted 92%, according to the U.S. Department of Agriculture. Demand for orange juice hit an [all-time low](#) last year, and this year is projected to be no better.



Health Professionals Partnerships: FLOJ Squad

THE 'A-TEAM' OF TRUSTED HEALTH & MEDIA EXPERTS

The FLOJ Squad—a coalition of trusted nutrition and health experts—helped champion the distinct benefits of Florida Orange Juice by:

- Raising awareness of the nutritional attributes (e.g., no added sugar, natural antioxidants, vitamins and minerals) among RDs
- Building belief in the power of 100% orange juice to support exercise performance and recovery, and heart health as part of a healthy lifestyle
- Driving credibility through amplification of evidence-based health and nutrition messaging
- Securing prominent media coverage for maximum consumer impact

Through a mix of tailored content and media opportunities, including IG Reels, static posts, story frames, blogs, media quotes and conference presentations, the FLOJ Squad advanced core messages for heart health and performance, while also addressing broader health trends like National Nutrition Month, myth-busting and no-added sugar beverages, among others.

@nomadista_nutrition



nomadista_nutrition and floridaorangejuice
Paid partnership with floridaorangejuice
Royalty Free Music Background • Relax...

nomadista_nutrition • 20w
#ad Some of the best memories start at the breakfast table. 🍋🍊 This year's National Nutrition Month® theme is Food Connects Us, so let's bring back the taste of nostalgia with the simple joy of @floridaorangejuice - the Original Wellness Drink™ 🍊❤️

Naturally rich with vitamin C, an 8-oz serving of 100% orange juice is also a good source of potassium and folate, and includes a unique polyphenol called hesperidin.

This powerhouse 🌟 combination helps support immune health, hydration, and heart health—all in one

👍🗣️🔖
Liked by dietitiancaroline_ and others
March 31

RESULTS*

19
UNIQUE PIECES
OF CONTENT

32M
TOTAL
ARTICLE REACH

148K
SOCIAL
IMPRESSIONS

3.7K
SOCIAL
ENGAGEMENTS

*Results span multiple program tactics (e.g., conference recap reels, heart health) as well as additional ad hoc content developed as part of the broader Health Professional program.

EatingWell®

7 Best No-Added-Sugar Drinks to Keep You Healthy & Hydrated, According to Dietitians

Routinely drinking sugary beverages is linked to chronic health problems. These refreshing sips quench your thirst without the sugar—and many taste sweet, too.

By Roxana Ehsani, M.S., RD, CSSD, LDN | Updated on June 2, 2025

Reviewed by Dietitian Emily Lechtrupp, M.S., RD

2. Orange Juice



[Orange juice](#) is a top pick for hydration, says sports dietitian [Kelly Jones, M.S., RD](#), owner of Kelly Jones Nutrition. "While all juices contribute to fluid intake and may taste more refreshing than water at times, a past study showed orange juice ranked higher than many other beverages in measures of hydration," she explains.^[2] Other research has found that orange juice may be just as hydrating as a sports drink, thanks to its mix of electrolytes and carbohydrates (though it's important to note that this research was funded by the Florida Department of Citrus).^[3]

In addition, a cup of OJ also serves up a full serving of fruit, as well as an excellent source of immune-supporting vitamin C.^[4] When picking out a bottle, look for one that says 100% orange juice on the label to avoid any added sugars. Enjoy it by the glass or create a refreshing bubbly beverage by mixing together equal parts juice and sparkling water.

Health Professionals: FNCE



FNCE

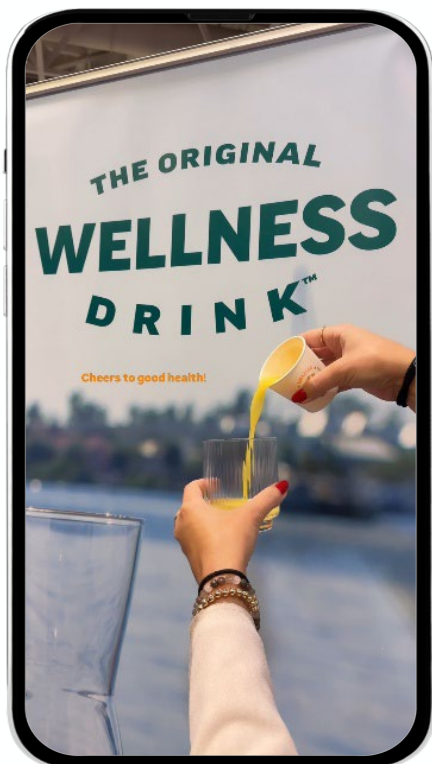
At the 2024 Food and Nutrition Conference & Expo (FNCE), the team engaged top RDs and health professionals by offering education and building relationships through interactive touchpoints and content. Key activities included:

Exhibit Booth: The booth space offered attendees a chance to sample Florida OJ while learning more about its many health benefits. The booth was highly attended and had a constant line for samples, the spin wheel of prizes and branded FDOC merchandise giveaways.

Wellness Breaks: The team sponsored four yoga sessions for over 200 participants. Attendees received branded yoga mats, towels and smoothie samples.

Digital Event Bag: Participation in FNCE's digital event bag elevated brand visibility and encouraged traffic to the booth and wellness sessions.

Recap Reel: In collaboration with FLOJ Squad member Mascha Davis, the FDOC extended event reach and impact through social media. Mascha shared a conference recap Reel that showcased Florida Citrus Industry engagement and education efforts with credentialed nutrition experts.



RESULTS

1,217
LEAD CAPTURES

88,100
RECAP REEL
IMPRESSIONS

5,758
DIGITAL BAG
IMPRESSIONS

200+
WELLNESS BREAK
ATTENDEES





Health Professionals Engagement: Heart Health

OVERVIEW

February is American Heart Month, a key opportunity to educate health professionals and consumers on how dietary choices support cardiovascular health. The FDOC leveraged this moment in time to reinforce heart health messaging by linking 100% orange juice to science, recipes and lifestyle tips. The team spotlighted its heart health benefits through strategic activations and partnerships, including:

- New heart health infographic promoted via e-blasts, media placements and FloridaJuice.com
- Media partnerships to distribute science-based heart health content, including two custom articles
- Health Professional partnerships with FLOJ Squad members and a credentialed influencer across broadcast and social media
- Targeted e-blast and ads to nutrition experts and broader Health Professional specialties, including MDs, PAs, NPs, nurses

Custom Article Amplifying Infographic in Local and Top-Tier Media Outlets

RESULTS

22
DELIVERABLES

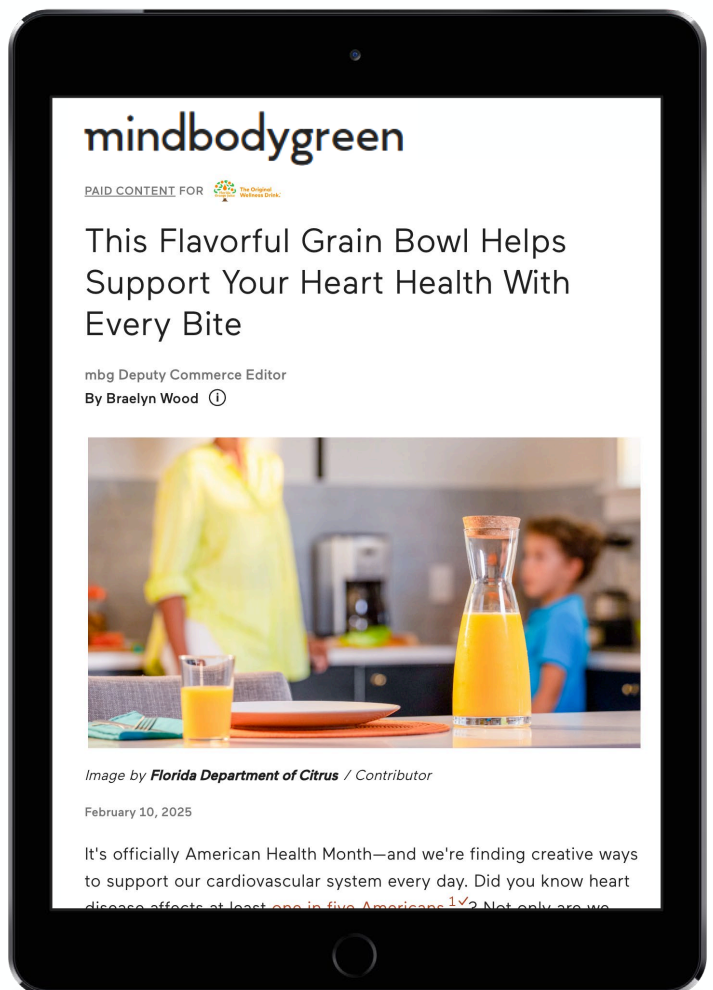
8M
IMPRESSIONS

4.3K
ENGAGEMENTS

968K
BROADCAST REACH

112M+
SYNDICATED ARTICLE AUDIENCE

Custom Article Featuring FLOJ Squad Member Sonali Ruder, MD



Health Professionals Engagement: Heart Health (Cont.)



E-BLASTS & ADS

a communication from **WebMD Professional**

Developed under the direction and sponsorship of Florida Department of Citrus.



The Original Wellness Drink.™

The Original Wellness Drink™

February is American Heart Month, offering an opportune moment to underscore the importance of heart-healthy dietary choices with your patients. **Florida Orange Juice**, renowned for its exceptional taste, also offers significant nutritional benefits. An 8 oz serving of 100% orange juice is a rich source of vitamin C, which plays a vital role in enhancing cardiovascular health by supporting nitric oxide production and promoting vasodilation.¹ Additionally, 100% orange juice includes a distinctive blend of essential vitamins, minerals, and phytonutrients—such as folate, potassium, magnesium, and hesperidin—each of which has been linked to potential cardiovascular benefits.²⁻⁶

Research Insights

Research studies suggest that regularly enjoying citrus fruits and juices, such as 100% orange juice, as part of a healthy diet, may help support healthy cholesterol levels and healthy blood vessels,⁷⁻⁹ lower blood pressure,^{10,11} and reduce the risk of heart disease and stroke.^{12,13}

100% orange juice has hesperidin, a naturally occurring phytonutrient, which emerging research suggests may help maintain healthy blood pressure and blood vessel function.¹⁴

Learn More About Cardiovascular Health and Florida Orange Juice

References: 1. Vitamin C: fact sheet for health professionals. National Institutes of Health, Office of Dietary Supplements. Updated March 26, 2021. Accessed January 21, 2025. <https://ods.od.nih.gov/factsheets/VitaminC-HealthProfessional/> 2. Folate: fact sheet for health professionals. National Institutes of Health, Office of Dietary Supplements. Updated November 30, 2022. Accessed January 21, 2025. <https://ods.od.nih.gov/factsheets/Folate-HealthProfessional/> 3. Potassium: fact sheet for health professionals. National Institutes of Health, Office of Dietary Supplements. Updated June 2, 2022. Accessed January 21, 2025. <https://ods.od.nih.gov/factsheets/Potassium-HealthProfessional/> 4. Magnesium: fact sheet for health professionals. National Institutes of Health, Office of Dietary Supplements. Updated June 2, 2022. Accessed January 21, 2025. <https://ods.od.nih.gov/factsheets/Magnesium-HealthProfessional/> 5. Rendeiro C, et al. *Br J Nutr*. 2016;116(12):1999-2010. 6. Milenkovic D, et al. *PLoS One*. 2011;6(11):e26669. 7. Aptekmann NP, et al. *Maturitas*. 2010;67(4):343-347. 8. Cesar TB, et al. *Nutr Res*. 2010;30(10):689-694. 9. Dourado GK, et al. *Food Nutr Res*. 2015;59:28147. 10. Asgary S, et al. *ARYA Atheroscler*. 2013;9(1):98-101. 11. Morand C, et al. *Am J Clin Nutr*. 2011;93(1):73-80. 12. D'Elia L, et al. *Eur J Nutr*. 2021;60(5):2449-2467. 13. Scheffers FR, et al. *Public Health Nutr*. 2022;25(6):1504-1514. 14. Valls RM, et al. *Eur J Nutr*. 2021;60(3):1277-1288.

E-BLASTS AND ADS EXCEEDED BENCHMARKS

Nutrition and Dietetics SmartBrief

Academy of Nutrition and Dietetics



Research Insights

Research studies suggest that regularly enjoying citrus fruits and 100% fruit juices, such as 100% orange juice, as an adult and part of a healthy diet, may help support healthy cholesterol levels and healthy blood vessels¹⁻³, lower blood pressure^{4,5} and reduce the risk of heart disease and stroke^{6,7}.

100% orange juice includes hesperidin, a naturally occurring phytonutrient, which emerging research suggests may help maintain healthy blood pressure and blood vessel function in adults.⁸ [Learn more](#)

From Myth to Fact

Despite its proven health benefits, misconceptions about Florida Orange Juice persist. As a nutrition professional, you can help debunk these myths by highlighting the unique heart-supporting nutrient package of 100% orange juice. [Download this free, PDF](#)

TOP CLICKED RESOURCE



Nourish Your Heart

Florida Orange Juice can add a heart-healthy spin to your favorite meals and snacks. [Try this Seared Salmon Salad](#), where Florida Orange Juice is used both as a marinade and a dressing for a burst of flavor and heart supporting nutrients.



Prioritize your heart health with Florida Orange Juice

There's no tastier way to help support your heart health than Florida Orange Juice. [CLICK HERE](#) to discover the benefits of 100% orange juice!

ADVERTISEMENT:  The Original Wellness Drink.™



Have You Heard of Hesperidin?

Found almost exclusively in citrus, this flavonoid helps to support your heart health and immune system and to fight inflammation. [CLICK HERE](#) to learn more on how to educate clients on this flavonoid found in 100% orange juice.

ADVERTISEMENT:  The Original Wellness Drink.™

Health Professionals Engagement: Heart Health (Cont.)

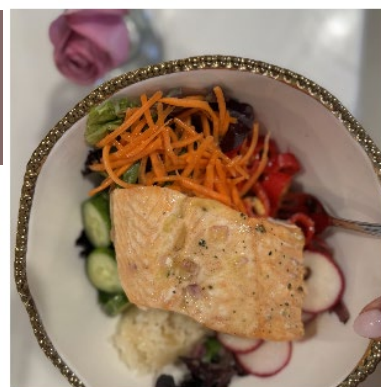
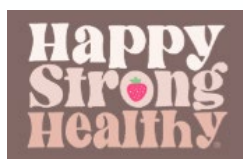


SOCIAL & BROADCAST

@thefoodiephysician



Happystronghealthy.com



Recipes

Honey Orange Salmon & Rice Bowl

February is American Heart Month, and as a registered dietitian, I want to share my secret heart-healthy tip with you: consider adding Florida Orange Juice to your daily routine!

@nomadista_nutrition



HIGHEST
ENGAGEMENT ON
INSTAGRAM

Gisela Bouvier, RD, on Tampa Bay's Morning Blend





Health Professionals Engagement: Performance

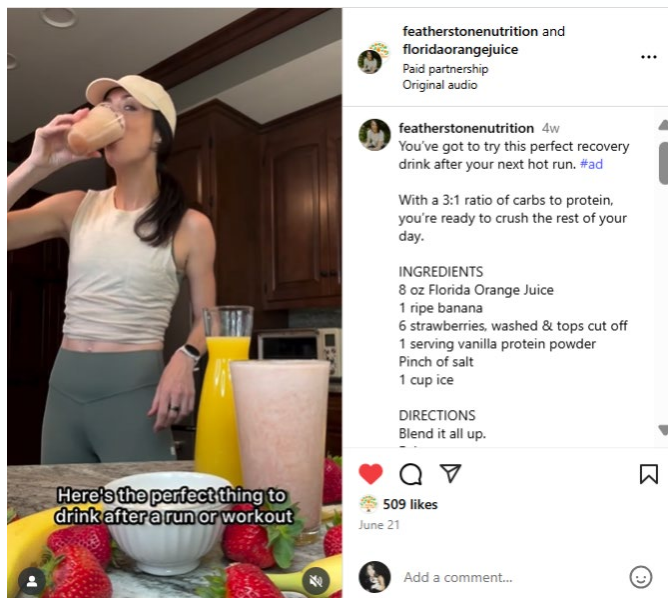
OVERVIEW

In FY24–25, the team focused on educating health professionals about how 100% orange juice supports performance at all levels, reinforcing its role in hydration, recovery and sustained energy. Key initiatives included:

- An influencer partnership that delivered expert-driven insights on hydration and endurance
- A new infographic highlighting research-based proof points on hydration and recovery, further strengthening credibility among health professionals
- Targeted e-blasts and ads designed to deepen education and drive broader awareness
- Conference activation, including a booth and educational workshop, to showcase the performance benefits of 100% orange juice and engage with performance RDs

SOCIAL PARTNERSHIP

@featherstonenutrition

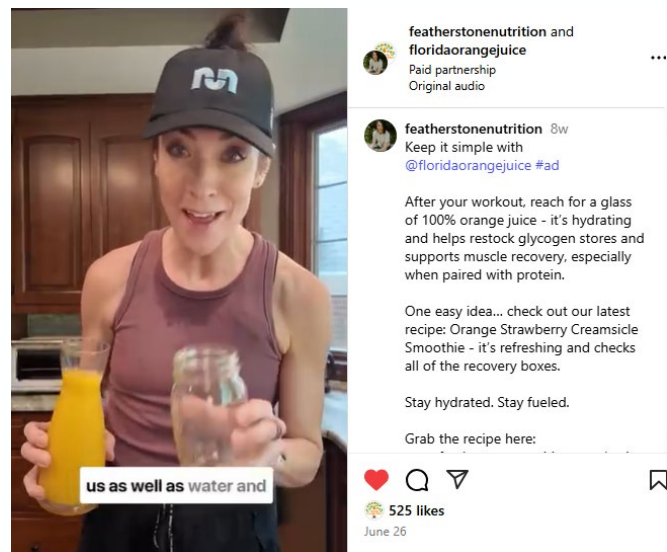
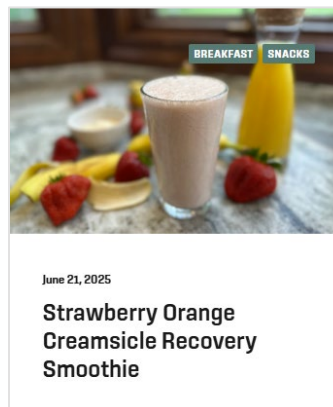


RESULTS

13
DELIVERABLES

432K
IMPRESSIONS

2.3K
ENGAGEMENTS



Health Professionals Engagement: Performance (cont.)



INFOGRAPHIC

When Performance Matters

The Original Wellness Drink™ supports hydration and recovery

Florida Orange Juice

Optimize your performance with a tried and true solution.

A study published in the *Journal of Nutrition and Health Sciences* reports that drinking 100% orange juice following exercise contributes to hydration equally as well as water and sports drinks, indicating this beverage staple can be a viable option for post-exercise recovery.¹ And the potassium content in 100% orange juice is higher than that of other fruit juices which may help maintain fluid balance and lactic acid.

Supports hydration with electrolytes like potassium and magnesium (and calcium in fortified options)

Vitamin C in athletes has been shown to support

- Enhanced iron absorption in at-risk athletes^{2,4}
- Immune system health^{3,4}
- Reduction of inflammation and oxidative stress⁵

B vitamins support energy metabolism including

- 15%* DV of folate
- 10%* DV of thiamin
- 8%* DV of vitamin B6
- 6%* DV of niacin

*Per 8 oz. serving

DYK?

Magnesium is essential for maintaining energy levels, and also plays a role in muscle relaxation, bone development and helps support cardiovascular health. Each 8 ounce serving of 100% orange juice includes 6% DV of magnesium.

When fortified with calcium and vitamin D, 100% orange juice supports

Plant compounds in 100% orange juice may help support athletic performance

- Flavonoids like hesperidin are associated with an anti-inflammatory response^{6,7}
- Carotenoids to support eye and brain health¹⁰

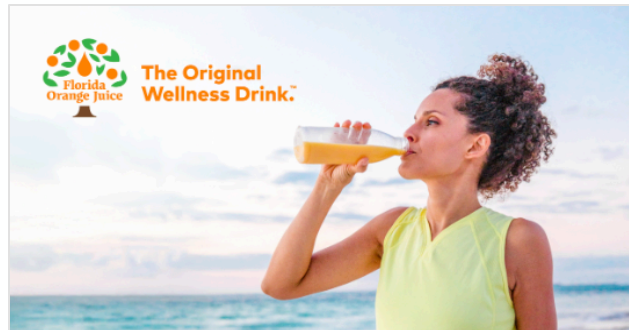
Step up your game with Florida Orange Juice

The Original Wellness Drink™

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E-BLASTS & ADS



Florida Orange Juice: Tried and true staple for active lifestyles

As the weather warms up and we spend more time outside – and on the move – it's a great opportunity to highlight and promote the importance of movement for overall health. **Florida Orange Juice** offers an easy and convenient way to help support active lifestyles.

This fridge staple makes recovery and hydration easier (and more delicious!) with nutrients like vitamin C and B vitamins, along with flavonoids and carotenoids that have all been associated with lowering oxidative stress and inflammation.¹ Plus, it supports muscle function with electrolytes like potassium and magnesium, and calcium in fortified juices.²⁻⁴

TOP CLICKED RESOURCE



Hydration Station

Florida Orange Juice is almost 90% water, making it a viable option for supporting hydration during and after physical activity. A [recent study](#) found that drinking orange juice after exercise hydrates as well as water and sports drinks, with no differences in taste preference, thirst level, hydration or gastrointestinal distress.⁵



When Performance Matters

Download [this](#) [handout](#) for conversations with physically active clients, highlighting the performance-supporting benefits of 100% orange juice and the unique nutrient package that makes it the ideal sidekick for active lifestyles.



Have You Heard of Hesperidin?

Found almost exclusively in citrus, including 100% orange juice, this flavonoid helps support heart health and immune function – key benefits for those who stay active. It also helps fight inflammation, so you can recover faster and perform at your best. [CLICK HERE](#) to learn more.

ADVERTISEMENT. The Original Wellness Drink™



Florida Orange Juice Powers Your Active Days

Stay refreshed this summer with hydration supporting Florida OJ – a go-to beverage for electrolytes like potassium and magnesium (plus calcium in fortified options). [CLICK HERE](#) to discover how 100% orange juice can help energize your active summer!

ADVERTISEMENT. The Original Wellness Drink™

Performance Partnership: ASPDA



ASPDA

At the ASPDA Conference, the team effectively engaged a highly targeted audience of sports-focused RDs. Messaging centered on performance and recovery resonated with attendees, reinforcing 100% orange juice as a credible, science-backed option to support athletic performance. Key activities included:

Exhibit Booth: Served as a hub for conversation and education, where attendees engaged through the spin wheel, handouts, juice sampling and giveaways.

Educational Workshop: Led by FLOJ Squad member Kelly Jones, this session received strong positive feedback. Attendees valued perspectives on brand partnerships and the depth of FLOJ-specific content.

Member E-Blasts: Three dedicated touchpoints to ASPDA members delivered targeted messaging and reinforced brand awareness before, during and after the event, extending engagement beyond the conference floor.

TOP CLICKED RESOURCE

Kelly Jones also shared a workshop and conference recap Reel that showcased Florida Citrus Industry engagement and education efforts with credentialed nutrition experts.



RESULTS

500+
CONFERENCE
ATTENDEES

47
WORKSHOP
ATTENDEES

16,595
IMPRESSIONS

218
ENGAGEMENTS



Florida Orange Juice is excited to showcase the incredible benefits of 100% orange juice in Scottsdale!

Stop by **booth #101** to discover how Florida OJ can be a part of performance and exercise routine, while also supporting overall health. Plus, you can win fun prizes and experience the taste of Florida sunshine!



This fridge staple is perfect for helping to make recovery and hydration easier (and more delicious!) with nutrients like vitamin C and B vitamins like folate, thiamin, B6 and niacin. Additionally, fortified 100% orange juice has calcium & vitamin D.

Comprised of almost 90% water and including several electrolytes, Florida Orange Juice may help athletes step up their game.

Explore our **NEW educational handout** to understand how The Original Wellness Drink™ helps support athletic performance.

Visit FloridaJuice.com for additional research, nutrition information and recipe ideas.

Connect With Us   

Our mailing address is:

P.O. Box 9010
Bartow, FL 33831-9010 US

Health Professionals Benchmark Survey

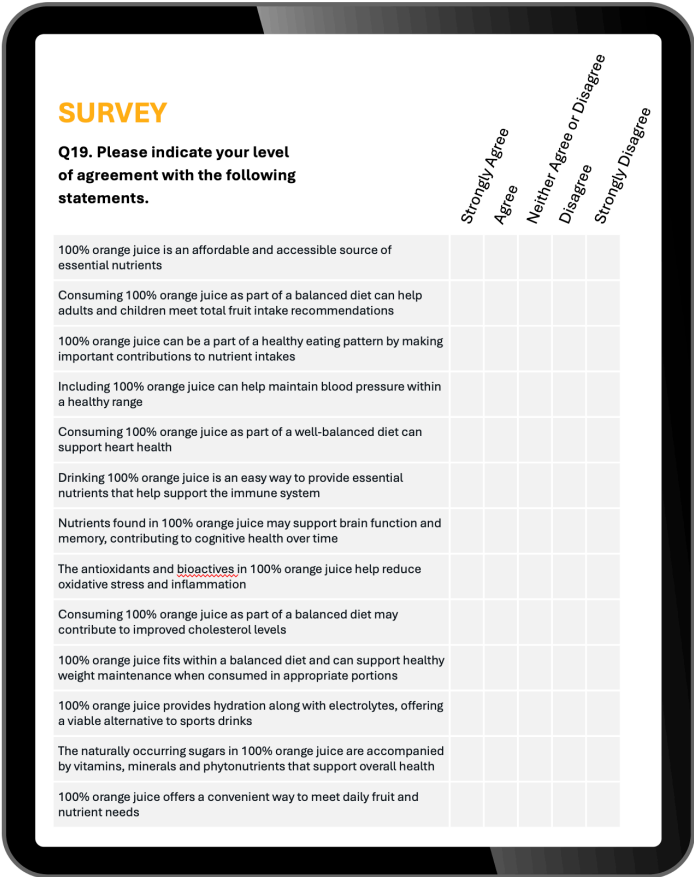


OVERVIEW

In FY24–25, the team completed a benchmark survey with 226 health professionals, including RDs, RNs, PAs and NPs, to evaluate general knowledge, awareness, perspectives, resonance of key messages and intent to recommend 100% orange juice.

Establishing this benchmark represents a critical step in ensuring that the FDOC’s communications effectively reach and resonate with health professionals. The survey also revealed knowledge gaps around key nutrition facts about 100% orange juice, such as fruit intake equivalency, folate and thiamin content, and emerging heart-health benefits, which may limit the likelihood of recommending it to patients. These insights present a valuable opportunity to strengthen future messaging and education in these areas, ensuring Health Professionals are better equipped with evidence to support their recommendations

The findings will support future programming, content development and outreach, while guiding engagement strategies with key audiences. Setting clear benchmarks allows the team to track progress over time, identify opportunities for improvement and demonstrate impact in ways that reinforce credibility, trust and long-term growth of the program.



KEY LEARNINGS & IMPLICATIONS FOR FY25-26

Address concerns around sugar, calories and perceived displacement of whole fruit.

Equip Health Professionals with education that blends nutrition science and peer-modeled, lifestyle messaging.

Build on pediatric trust by expanding family-focused messaging.

Create content that links nutrients to their role in the body, showcasing overall nutrient density.

Leverage the influence of professional health organizations as primary trusted resources.

Maintain credibility by leading with universally accepted benefits (e.g., immune and heart health) and introducing emerging areas like cognitive health as “evolving science.”

Website: Overview



OVERVIEW

To strengthen the FDOC's connection with consumers, it was time to extend the modern and engaging look and feel of the international websites to FDOC's domestic presence at FloridaCitrus.org.

In FY24–25, FDOC unveiled its strategic refresh, complete with a simplified menu geared toward making it easier and more enjoyable for consumers to learn about and love Florida Citrus.

At the heart of the update is a new blog, designed to deliver timely content that aligns with consumer searches [for search engine optimization], while creating fresh landing page opportunities for social and paid media.

RESULTS - KEY METRICS

+98.5%

INCREASE IN VIEWS VS FY23-24

972.7K

PAGE VIEWS

780.6K

TOTAL USERS

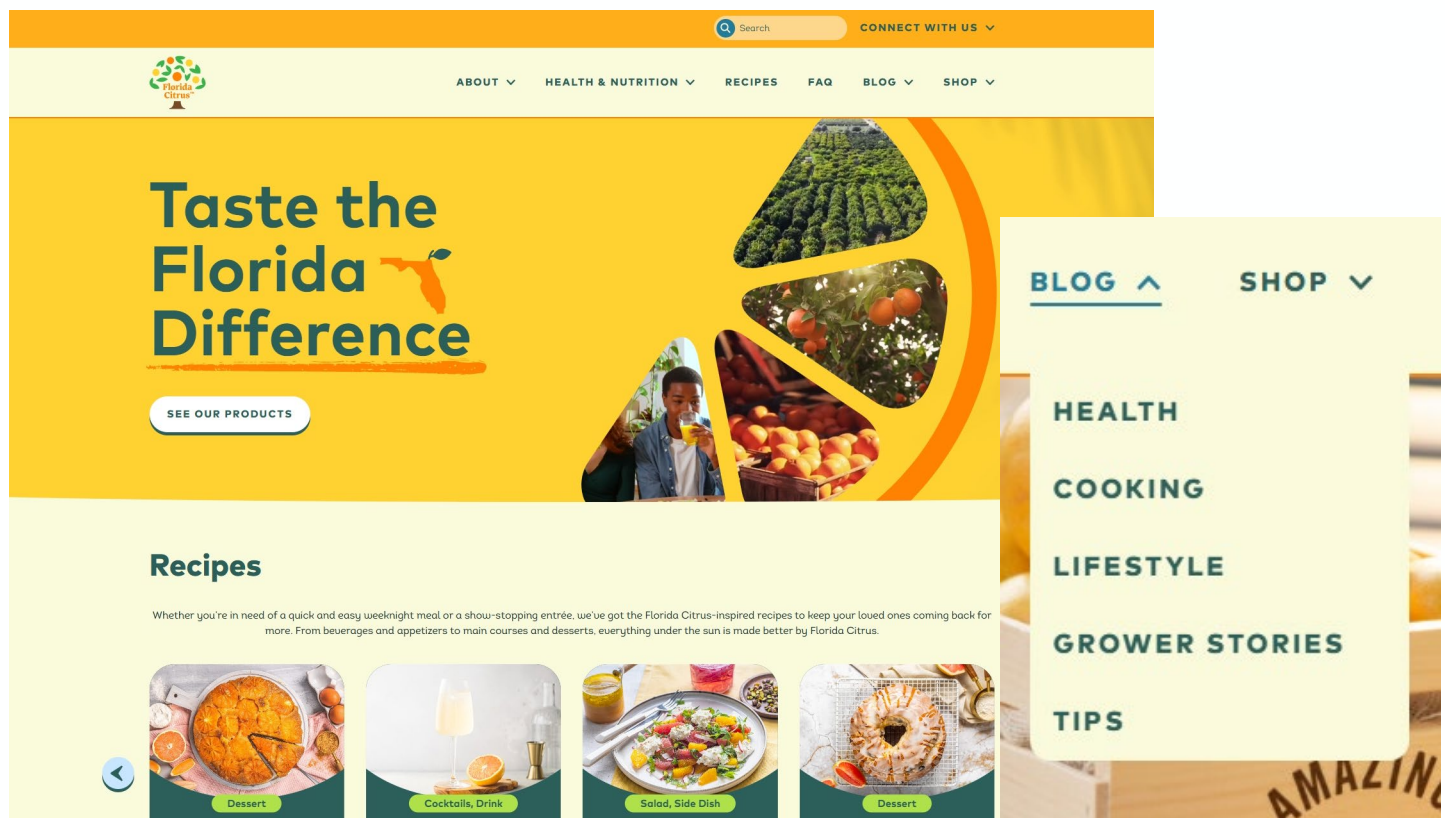
RESULTS—TOP PAGES

Where to Buy

TOP OVERALL PAGE (209K VIEWS)

Is Orange Juice Good for You?

TOP BLOG POST (504 VIEWS)



Domestic Florida Citrus Marketing

GLOBAL MARKETING DEPARTMENT





DRIVING FLORIDA GRAPEFRUIT AWARENESS

The FDOC 2024-25 Grapefruit program focused on increasing awareness and driving sales of Florida Grapefruit and Florida Grapefruit Juice during peak season: November 2024 to March 2025.

Through tailored messaging across multichannel tactics—including influencer and media partnerships, organic and paid social and media relations—this campaign drove awareness within target audiences by amplifying quality, taste and health benefits.

OVERALL PROGRAM RESULTS

853M
IMPRESSIONS

223K
ENGAGEMENTS

FACEBOOK & INSTAGRAM

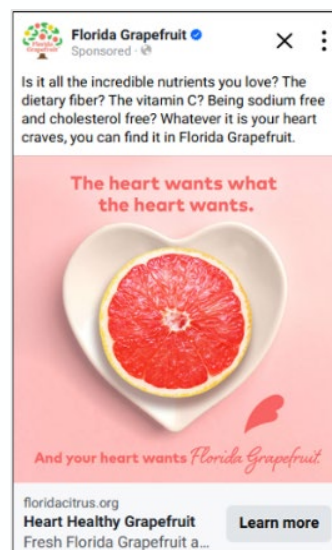
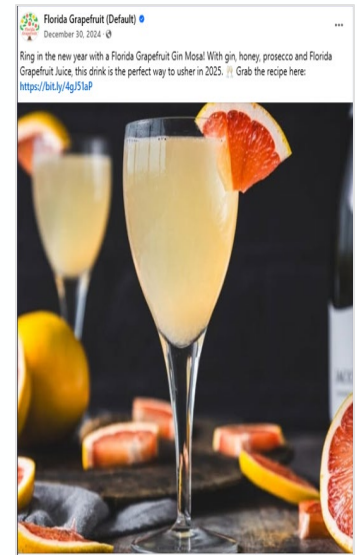
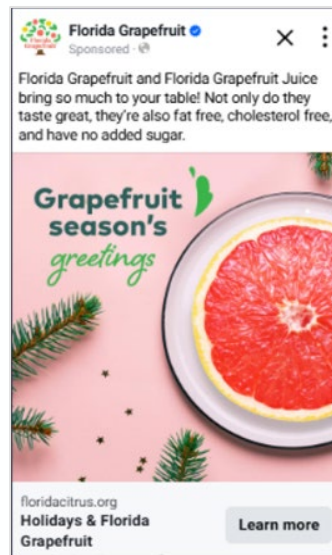
The FDOC developed monthly organic social content for Facebook and Instagram, supported by seasonal paid ads, resulting in over 16M impressions. The FDOC conducted ongoing community management on Florida Grapefruit Instagram and Facebook platforms and leveraged new UGC content to provide a refreshed page look.

RESULTS

16.6M
IMPRESSIONS

13K
ENGAGEMENTS

SOCIAL CONTENT HIGHLIGHTS



Florida Citrus: Grapefruit Influencer & Media Relations



INFLUENCER

Padilla partnered with two recipe influencers to raise awareness for and inspire usage of Florida Grapefruit and Florida Grapefruit Juice during spring 2025.

Each influencer highlighted a range of ways to use Florida Grapefruit and Florida Grapefruit Juice, ranging from tacos to dips and yogurts. These recipe features showcased how Florida Grapefruit can be used across all mealtime occasions, from breakfast to lunch, dinner and even appetizers.

Influencers included:

- Abigail Harris-Shea, @bon_abbetit
- Alexandra Ashback, @veggininthecity

RESULTS

2.39M
IMPRESSIONS

205K
ENGAGEMENTS



MEDIA RELATIONS

The team secured earned media placements showcasing the health benefits of Florida Grapefruit and Florida Grapefruit Juice in Yahoo! Life and TODAY.

RESULTS

830M
IMPRESSIONS



Dietitian shares her No. 1 tip for snacking while trying to lose weight

Even if you're looking to lose weight, your snacks should still taste good.



Photo: Shutterstock/Getty Images

yahoo!life

Eat strawberries, get your grams in for World Protein Day and more: 15 tips for a happy and healthy month



Erin Donnelly, Editor

Updated Thu, February 27, 2025 at 9:55 AM CST
9 min read



27



These tips may help boost your health during American Heart Month. (Photo illustration: Yahoo News; photos: Getty Images)

Florida Citrus: Media Partnerships



OVERVIEW

The FDOC's 2024-25 Grapefruit media partnership focused on amplifying Florida Grapefruit and Florida Grapefruit Juice as easy additions to consumers' daily routines, offering impressive, well-rounded health benefits.

MEREDITH

To promote Florida Grapefruit and 100% grapefruit juice during peak season, the FDOC partnered with media publisher DotDashMeredith to feature three co-branded e-newsletters. Featured on Real Simple, Health and Food & Wine, each e-newsletter focused on different health benefits to capitalize on National Nutrition Month and recipe applications.

RESULTS

1.02M
IMPRESSIONS

3K
CLICKS

REAL SIMPLE

We found a special offer from one of our partners that we think is perfect for Real Simple readers — check it out!



Fall in love with Florida Grapefruit

Fresh Florida Grapefruit and Florida Grapefruit Juice are not only delicious, but also an easy way to deliver a powerful combination of vitamins and minerals that help support your health. From helping with weight management to heart health benefits, fresh Florida Grapefruit and 100% grapefruit juice are excellent choices for supporting your overall wellness.

HEALTH BENEFITS OF GRAPEFRUIT

Florida Grapefruit™

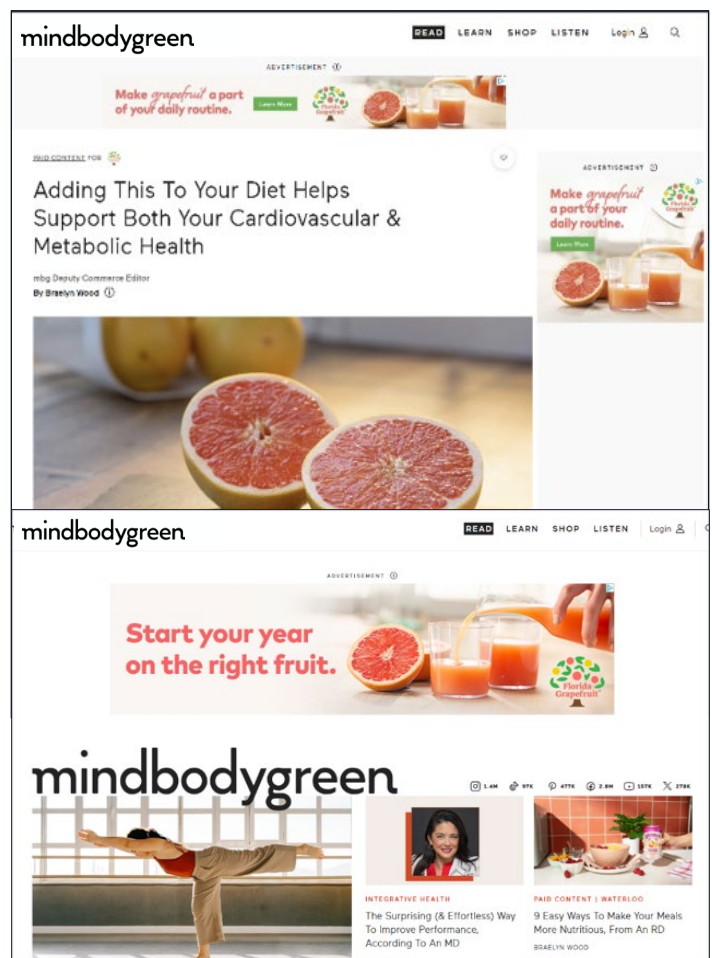
MINDBODYGREEN

The FDOC also partnered with Mindbodygreen to leverage health, nutrition and food focused audiences across their platforms to elevate Florida Grapefruit in January. Co-branded content included a homepage takeover and dedicated article, display ads and Instagram stories highlighting the health benefits of Florida Grapefruit and Florida Grapefruit Juice. Results exceeded Mindbodygreen's benchmarks.

RESULTS

2.39M
IMPRESSIONS

\$2.33
COST PER THOUSAND (CPM)



Florida Gift Fruit: Paid Social



OVERVIEW

Through a series of strategic paid social efforts highlighting Florida Citrus' great-tasting gift fruit options, the FDOC Gift Fruit paid social campaign drove awareness from Florida residents and designated marketing areas (DMAs) across the U.S. It encouraged the target audience to select a Florida Gift Fruit for their special occasions.

For the FY24–25 Gift Fruit season, the campaign delivered over 144M impressions and 16K clicks to the Florida Citrus page for more details.

CONTENT HIGHLIGHTS

WEBSITE

The Citrus Gifts landing page was updated to streamline the user experience by providing direct shopping links to grower websites and revised FAQ information to improve the ordering experience.

The top traffic source was Facebook, with over 11K views, and the native article on NewEngland.com (Yankee Magazine), with over 700 views stemming from both promotions.

OVERALL PROGRAM RESULTS

244M

IMPRESSIONS

16M

REACH

33K

ENGAGEMENTS

16K

CLICKS

RESULTS

1.2M

IMPRESSIONS

4.4K

CLICKS



Florida Gift Fruit: Influencer & Social



INFLUENCER

Two lifestyle influencer partnerships showcased Florida Citrus Gift usage opportunities and promoted purchase through different gifting occasions including winter holidays in December, New Year's and Valentine's Day.

Each post highlighted a different style of gift box or basket, paired with recipe applications, like mocktails and desserts, or hosting ideas to share the various ways Florida Citrus Gifts can be used. Shared via Instagram Reels, each video also directed viewers to PickFLA.com to motivate purchase.

- Catie Vignona, @catieathome
- Meghan Allen, @raisingtwinboys

RESULTS

298K
IMPRESSIONS

5.97K
ENGAGEMENTS

1.02K
LINK CLICKS



SOCIAL (ORGANIC, PAID)

Five dedicated posts were developed and shared throughout the program to promote Florida Citrus Gifts on the Florida Orange Juice social channels. Each post drove to PickFLA.com and received additional paid support to broaden reach, which resulted in:

RESULTS

535K
IMPRESSIONS

13K
ENGAGEMENTS

11K
LINK CLICKS





SATELLITE MEDIA TOUR (SMT)

Florida Citrus Gifts participated in a dedicated holiday “Satellite Media Tour” (SMT) segment to encourage holiday purchasing and highlight the beautiful and delicious gift offerings available through PickFLA.com. The segment was distributed to television, online, and radio outlets, resulting in:

RESULTS

1.6K

SMT PLACEMENTS

258M

IMPRESSIONS

NATIVE ARTICLE PLACEMENTS

The FDOC partnered with two lifestyle magazines, Yankee Magazine and Flamingo Magazine, to develop custom articles showcasing Florida Citrus Gifts. Each article received paid amplification to expand reach and was tailored to highlight the various citrus varietals, including health benefits and recipe usage opportunities tied to sending and receiving these gifts. Articles drove viewers to PickFLA.com to purchase.

RESULTS

1.2M

IMPRESSIONS

4.4K

CLICKS

NEW ENGLAND
from the editors at Yankee

Gifts from Florida Citrus Celebrate Health This New Year

A Fresh Start to the New Year with Florida Citrus

By Yankee Custom Editors | Jan 21 2025 |



FLAMINGO

Why Florida Citrus Is the Sunshine State's Treasure

Health benefits, farm stories and gifting tips for loved ones



International Florida Citrus Marketing

GLOBAL MARKETING DEPARTMENT



Florida Citrus: International Programs



OVERVIEW

The FDOC continued working to maintain the strong reputation that Florida Citrus has around the world during FY24-25. The goal for these programs was two-pronged: build awareness to maintain the export markets so that demand is strong as the industry recovers and provide support for those exporting through sales-driving initiatives.

International marketing programs for Florida Citrus were executed in Canada, Japan, South Korea, France and Pan-Europe this year. The FDOC successfully showcased the premium quality and versatility of Florida Citrus by conducting over 200 sampling events in 133 stores at some of the biggest retailers in our international markets. This included collaborating with 76 unique and creative foodservice providers throughout Japan and South Korea, as well as partnering with numerous other U.S. Cooperators.

The FDOC also partnered with nearly 300 influencers across the international markets to promote the health benefits of Florida Citrus, resulting in millions of impressions. As families around the world continue to seek out foods and beverages that provide nutritional and health benefits, the FDOC remains committed to keeping Florida Citrus top of mind for years to come.

RESULTS

216

SAMPLING EVENTS

133

RETAIL LOCATIONS

76

FOODSERVICE PROVIDERS

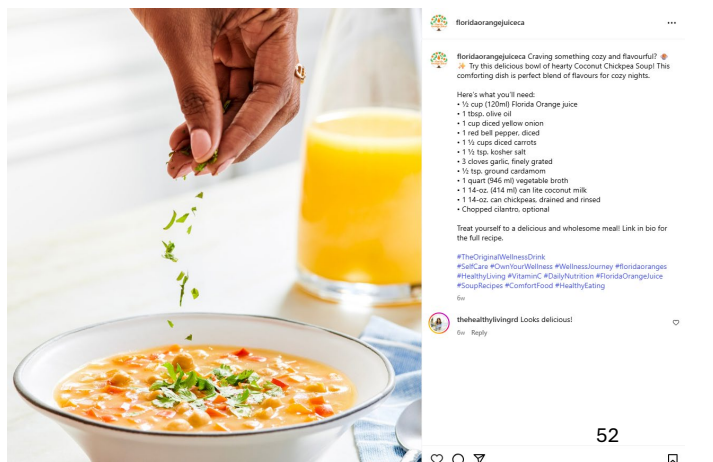
285

INFLUENCER PARTNERS



맛있고 건강한
오렌지주스

플로리다 오렌지주스



DEPARTMENT OF CITRUS

ANNUAL FINANCIAL REPORT

Fiscal Year Ended
June 30, 2025





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 2, 2025

Florida Citrus Commission
Bartow, Florida

Submitted herewith is the Annual Financial Report of the Florida Department of Citrus for the year ending June 30, 2025. 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.

		2023-24	2024-25
Revenue	-Assessments	\$ 5,781,276	\$ 5,647,692
	-FAS Program	3,606,173	3,240,409
	-General Revenue	13,537,194	11,825,475
	-Interest & Other	317,520	309,967
		<u>\$ 23,242,163</u>	<u>\$ 21,023,543</u>
Expenditures	-Marketing	\$ 14,459,567	\$ 12,951,353
	-Research	5,139,415	4,121,377
	-Other	2,538,925	2,916,802
		<u>\$ 22,137,907</u>	<u>\$ 19,989,532</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, CMA, PMP
Deputy Executive Director of Administration and Finance

Maximize consumer demand for Florida citrus products to ensure the sustainability and economic well-being of the Florida citrus grower, the citrus industry and the State of Florida.

The Florida Department of Citrus is an Equal Opportunity Employer and Agency.

FLORIDA DEPARTMENT OF CITRUS

TABLE OF CONTENTS

Combined Balance Sheet	58
Statement of Changes in Fund Balances	59
Comparative Statement of Revenue and Expenditures	60
Cash Flow Statement	61
Source and Use of Funds	62
Statement of Revenue, Expenditures and Fund Balances by Fruit Variety	63
Notes to Financial Statements	64

Comparative Expenditures-General Operations	71
Comparative Schedule of Budgets	72
Ten-Year History of Operations	73
Citrus Advertising Tax Rates	74
Comparative Schedule of Revenue Boxes	75
Budgeted Revenue	76
Budgeted Expenditures by Category	77
Budgeted Expenditures by Department	78

Departmental Expenditures

Administrative and Support Services

State General Revenue Charge	79
Administrative and Support Services	79

Research and Development

General Operations	82
Medical Research	82
Scientific Research-NVDC	83
Economic and Market Research	84

Marketing and Public Relations

General Operations	85
Public Relations	86
International Marketing	87

FLORIDA DEPARTMENT OF CITRUS

COMBINED BALANCE SHEET

JUNE 30, 2025

	SPECIAL REVENUE FUNDS	COMBINED GENERAL ACCOUNT GROUPS	TOTAL (MEMORANDUM ONLY)
ASSETS			
Cash and Cash Equivalents	\$88,456		\$88,456
Pooled Investments with			
State Treasury	12,976,787		12,976,787
Grants Receivable	656,845		656,845
Accounts Receivable	0		0
Interest Receivable	44,980		44,980
Prepaid Assets	316		316
Inventories	168,811		168,811
Fixed Assets at Cost			
Land		60,000	60,000
Buildings		3,864,662	3,864,662
Equipment and Autos		963,085	963,085
Right to Use Lease Assets		9,300	9,300
Less: Accumulated Depreciation		(3,211,472)	(3,211,472)
Less: Acc. Amort. - Prop. Under Lease		(8,331)	(8,331)
Total Assets	\$13,936,195	\$1,677,244	\$15,613,439
LIABILITIES			
Accounts Payable	\$418,804		\$418,804
Due to Other State Agencies	167,439		167,439
Compensated Absences - Current	0	100,162	100,162
Compensated Absences - Non-Current	0	284,691	284,691
Other Liabilities	5,600		5,600
Total Liabilities	591,843	384,853	976,696
FUND EQUITY			
Invested in General Account Groups		1,292,391	1,292,391
Committed Fund Balance			
Designated	12,434,352		12,434,352
Undesignated	910,000		910,000
Total Fund Equity	13,344,352	1,292,391	14,636,743
Total Liabilities & Fund Equity	\$13,936,195	\$1,677,244	\$15,613,439

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, 2025

DESCRIPTION	FLORIDA CITRUS ADVERTISING TRUST FUND
Fund Balance, July 1	\$12,262,311
Adjustments to Fund Balance	<u>48,031</u>
Fund Balance, July 1, as restated	12,310,341
Revenue	21,023,542
Expenditures	<u>(19,989,532)</u>
Fund Balance, June 30	
Designated	12,434,352
Undesignated	<u>910,000</u>
TOTAL	<u><u>\$13,344,352</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, 2024 AND 2025

DESCRIPTION	JUNE 30, 2024	INCREASE/ (DECREASE)	JUNE 30, 2025
REVENUE			
Assessment on Domestic Fruit			
Orange	\$2,053,003	(\$656,295)	\$1,396,708
Grapefruit	130,817	(40,969)	\$89,848
Specialty	30,742	(3,650)	\$27,091
	<u>2,214,561</u>	<u>(700,914)</u>	<u>1,513,647</u>
Assessment on Imported Product			
Orange	3,534,438	549,641	4,084,079
Grapefruit	32,278	17,688	49,966
	<u>3,566,716</u>	<u>567,330</u>	<u>4,134,045</u>
Total Assessment	5,781,276	(133,584)	5,647,692
Investment Earnings	302,688	153,342	456,030
Other Income	14,832	(160,895)	(146,063)
Gen-Rev - Marketing & NVMD C	13,537,194	(1,711,719)	11,825,475
Foreign Agricultural Service (FAS) Program	3,606,173	(365,763)	3,240,409
TOTAL REVENUE	<u>\$23,242,162</u>	<u>(\$2,218,620)</u>	<u>\$21,023,542</u>
EXPENDITURES			
Administrative and Support Services	\$2,238,429	\$145,909	\$2,384,338
PALM Upgrade - Gen Rev	57,688	237,003	\$294,691
State General Revenue Charge	242,808	(5,035)	\$237,773
Research & Development - General Operations	482,402	(38,477)	\$443,925
Scientific Product Research	202,570	(73,350)	\$129,220
New Varieties Development - Gen Rev	1,634,005	(984,005)	\$650,000
Acclerted Tree Growth Prgm-Gen Rev	1,877,161	44,039	\$1,921,200
Economic and Market Research	943,277	33,755	\$977,032
Subtotal Non-Marketing	<u>7,678,340</u>	<u>(640,161)</u>	<u>\$7,038,179</u>
Marketing			
Marketing/Public Relations - General Operations	438,431	(95,021)	\$343,410
Public Relations Programs	118,500	(34,438)	\$84,062
Public Relations Programs-Gen Rev	9,866,733	(975,036)	\$8,891,697
International Marketing	3,934,296	(369,999)	\$3,564,297
Int'l Promotions-Gen Rev-CRP	101,607	(33,720)	\$67,887
Subtotal Marketing	<u>14,459,567</u>	<u>(1,508,214)</u>	<u>\$12,951,353</u>
TOTAL EXPENDITURES	<u>\$22,137,907</u>	<u>(\$2,148,375)</u>	<u>\$19,989,532</u>
EXCESS (DEFICIT) OF REVENUE OVER EXPENDITURES	<u>\$1,104,256</u>	<u>(\$70,246)</u>	<u>\$1,034,010</u>

FLORIDA DEPARTMENT OF CITRUS

CASH FLOW STATEMENT

FOR THE FISCAL YEAR ENDED JUNE 30, 2025

Increase (Decrease) in Cash and Cash Equivalents:

Cash Flows from Operating Activities:

Receipts from 2024-25 Tax Assessments	\$	5,647,692
Receipts for Department of Agriculture-Inspection Fees		6,073
Other Miscellaneous Receipts		21,272
Payments to Vendors		(5,274,459)
Employment Related Payments		(3,003,252)
Payments for General Revenue Service Charge		(296,283)
Payments to Department of Agriculture-Inspection Fees		(6,073)
Payments to Refund Cash Bonds		-

Net Cash Provided by (Used in) Operating Activities (2,905,030)

Noncapital Financing Activities - Proceeds from Grants 3,087,610

Capital and Related Financing Activities

Additions of Capital Assets		(9,220)
Proceeds from Sale of Assets		-

Net Cash Flow Provided by Capital and Related Financing Activities (9,220)

Investing Activities - Net Investment Income 446,848

Net Change in Cash and Cash Equivalents 620,208

Cash and Cash Equivalents at Beginning of Year 12,445,035

Cash and Cash Equivalents at End of Year \$ 13,065,243

Reconciliation of Operating Income (Loss) to Net Cash Provided by (Used In) Operating Activities:

Net Income (Loss) per Financial Statements	\$	1,034,010
Deduct Proceeds from Grants		(3,087,610)
Deduct Proceeds from Capital Activities		9,220
Deduct Net Proceeds from Investments		(446,848)
Net Income (Loss) from Operating Activities		<u>(2,491,228)</u>

Adjustments Not Affecting Cash:

Prior Period Adjustments	48,031
--------------------------	--------

(Increase) Decrease in Assets and Increase (Decrease) in Liabilities:

Accounts Receivable	(117,391)
Prepaid Items	(91)
Inventory	13,059
Accounts Payable	(268,082)
Due to Other State Agencies	(81,702)
Compensated Absences	(7,626)
Other Liabilities	-

Total Adjustments (413,802)

Net Cash Provided (Used in) Operating Activities \$ (2,905,030)

FLORIDA DEPARTMENT OF CITRUS

SOURCE AND USE OF FUNDS

FISCAL YEAR ENDED JUNE 30, 2025

DESCRIPTION	DOM. ASSESMTS & OTHER REV	IMPORTS	GRANTS	TOTAL
SOURCES				
Assessments	\$1,513,647	\$4,134,045		\$5,647,692
Other	309,966			309,966
General Revenue	11,825,475			11,825,475
Marketing Grants			3,240,409	3,240,409
TOTAL SOURCES	\$13,649,088	\$4,134,045	\$3,240,409	\$21,023,542
USES				
Admin & Support Svcs	\$273,985	2,405,044	0	\$2,679,029
State Gen Rev Charge	72,411	165,362	0	237,773
Research	2,557,738	1,563,639	0	4,121,377
Marketing	9,710,944	0	3,240,409	12,951,353
TOTAL USES	\$12,615,078	\$4,134,045	\$3,240,409	\$19,989,532
EXCESS/(DEFICIT)	\$1,034,010	\$0	\$0	\$1,034,010

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 58% of the Department's Scientific Research, Administrative and Regulatory activities.

FLORIDA DEPARTMENT OF CITRUS

STATEMENT OF REVENUE, EXPENDITURES AND FUND BALANCE BY FRUIT VARIETY

FISCAL YEAR ENDED JUNE 30, 2025

	TOTAL	PROCESSED ORANGE	PROCESSED GRAPEFRUIT	FRESH ORANGE	FRESH GRAPEFRUIT	FRESH SPECIALTY
Fund Balance, July 1	\$12,262,311	\$9,723,921	\$2,376,791	\$640,343	(\$719,412)	\$240,666
Adjustments to Fund Balance	48,031	45,754	874	721	552	130
Revenue	21,023,542	17,979,910	887,124	212,340	1,854,544	89,624
Total Available	\$33,333,884	\$27,749,585	\$3,264,789	\$853,404	\$1,135,684	\$330,420
Expenditures						
Administration						
Admin & Supp Srvs	\$2,384,338	\$2,288,964	\$52,455	\$21,221	\$17,406	\$4,292
PALM Upgrade - Gen Rev	294,691	282,903	6,483	2,623	2,151	530
State Gen Rev Charge	237,773	229,582	2,733	2,204	2,625	629
Subtotal Administration	2,916,802	2,801,450	61,672	26,047	22,182	5,451
Scientific Research & Development						
General Operations	443,925	426,168	9,766	3,951	3,241	799
Scientific Product Research	129,220	129,220	0	0	0	0
New Varieties Dev - Gen Rev	650,000	390,000	65,000	65,000	65,000	65,000
Accelerated Tree Growth Prg-Gen Rev	1,921,200	1,921,200	0	0	0	0
Subtotal Scientific Research	3,144,345	2,866,588	74,766	68,951	68,241	65,799
Economic & Market Research						
General Operations	376,332	361,279	8,279	3,349	2,747	677
Research Studies & Data	600,700	582,648	13,215	2,391	1,961	484
Subtotal Sci & Econ Research	4,121,377	3,810,515	96,261	74,691	72,949	66,960
Marketing & Public Relations						
General Operations	343,410	329,968	7,393	3,025	2,352	672
Public Relations Programs	84,062	80,700	1,849	757	588	168
Marketing & PR - Gen Rev	8,891,697	8,579,766	200,226	33,428	69,919	8,357
Fresh Fruit Marketing	0	-	-	0	0	-
	9,319,169	8,990,433	209,469	37,210	72,860	9,197
International Promotions-DOC	323,888	131,529	27,252	1,597	163,510	0
International Promotions-Gen Rev CRP	67,887	0	16,972	0	50,915	0
International Promotions-FAS	3,240,409	1,053,312	529,899	56,258	1,600,940	0
Subtotal Int'l Marketing	3,632,184	1,184,841	574,123	57,855	1,815,365	0
Total Expenditures	\$19,989,532	\$16,787,239	\$941,524	\$195,803	\$1,983,356	\$81,609
Fund Balance, June 30						
Designated	\$12,434,352	\$10,279,346	\$2,280,265	\$639,601	(\$1,013,672)	\$248,812
Undesignated	910,000	683,000	43,000	18,000	166,000	0
Total Fund Balance	\$13,344,352	\$10,962,346	\$2,323,265	\$657,601	(\$847,672)	\$248,812

FLORIDA DEPARTMENT OF CITRUS

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2025

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 eleven practical citrus persons appointed by the Governor, subject to confirmation by the Senate, for a three-year term. Seven members shall be classified as grower members, three shall be classified as processor members, and one shall be classified as a packer member. 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 \$168,811 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 \$384,853 as required by GASB. The current portion of the liability is \$100,162. The remaining \$284,691 is recorded as a noncurrent liability.

The compensated absences amounts are based on June 30, 2025, salary rates and include employer social security and pension contributions at current rates.

B. ACCOUNTING AND REPORTING CHANGES

The state implemented GASB 87, *Leases*, for fiscal year ended June 30, 2022, which requires recognition of certain lease assets and liabilities for leases that were previously classified as operating leases and recognized as inflow of resources or outflows of resources based on the payment provisions of the contract. It establishes a single model for lease accounting based on the principle that leases are financings of the right to use an underlying asset. The department is a lessor with respect to certain office space within the Bartow headquarters building, and a lessee with respect to reproduction equipment leased at Bartow, Lake Alfred and Gainesville locations. The impact of the implementation is included in our financial statements and detailed in the state's ACFR.

C. CASH AND CASH EQUIVALENTS

Cash and cash equivalents totaling \$13,065,244 consist of pooled investments of \$12,976,787 (See Note D), and cash held in the State Treasury of \$88,457.

D. POOLED INVESTMENTS WITH STATE TREASURY

Available monies are invested through the State Board of Administration pursuant to Section 215.44, Florida Statutes. Investments totaled \$12,976,787 and are stated at cost plus interest earned and reinvested. Interest earned on these investments during the fiscal year ended June 30, 2024, totaled \$452,400, an average rate of 3.84%.

E. DUE FROM FEDERAL GOVERNMENT

At June 30, 2025, \$656,845 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, 2025, not yet reimbursed by the Foreign Agricultural Service program.

F. CHANGES IN GENERAL FIXED ASSETS

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

	<u>Balances</u> <u>07/01/24</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balances</u> <u>06/30/25</u>
Fixed Assets at Cost				
Land	\$ 60,000	\$ 0	\$ 0	\$ 60,000
Buildings	3,864,662	0	0	3,864,662
Equipment & Autos	986,923	9,220	(33,058)	963,085
Right of Use Leased Assets	29,392	0	0	29,392
Less: Accumulated Depreciation				
Buildings	(2,119,206)	(161,119)	0	(2,280,325)
Equipment & Autos	(957,248)	(6,957)	33,058	(931,147)
Property Under Lease	<u>(21,075)</u>	<u>0</u>	<u>(7,438)</u>	<u>(28,513)</u>
	<u>\$ 1,843,448</u>	<u>\$ (158,856)</u>	<u>\$ (7,348)</u>	<u>\$ 1,677,154</u>

G. LEASED ASSETS

The department enters into leases for copiers at all three of its locations, which are accounted for properly under GASB Statement No. 87, *Leases*. Amortization expense charged for the fiscal year June 30, 2025 totaled \$7,348. The department's leased assets as of June 30, 2025 are as follows:

Leased Assets (copiers)	\$ 29,392
Accumulated Amortization	<u>(28,513)</u>
Leased Assets, Net	<u>\$ 879</u>

H. ACCOUNTS PAYABLE

Accounts payable of \$418,804, consist primarily of marketing, public relations and research expenditures incurred in the normal course of operation of the Department.

I. DUE TO OTHER STATE AGENCIES

Amounts payable to other state agencies, totaling \$167,439, 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.

J. CHANGES IN GENERAL LONG-TERM DEBT

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

	<u>Balance</u> <u>07/01/24</u>	<u>Additions</u>	<u>Deletions</u>	<u>Balance</u> <u>06/30/25</u>
Compensated absences	\$349,661	\$ 207,517	\$ (173,325)	\$ 384,853

The liability for compensated absences at June 30, 2025, was determined in accordance with the provisions of the Governmental Accounting Standards Board *Codification*, Section C60.

K. 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 \$13,344,352 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 \$12,400,352, 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.

L. PRIOR PERIOD ADJUSTMENT

Adjustments were made to fund balance on July 1, 2025, totaling \$48,031. Accounts payable on June 30, 2025, were overstated by \$48,031 due to recorded payables which did not materialize.

M. 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, 2025, totaled \$378,318; employee contributions total \$57,799. 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.

N. EXTRAORDINARY ITEM

There were no extraordinary items in fiscal year 2023-24 or fiscal year 2024-25.

O. SUPPLEMENTAL SCHEDULES

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

	<u>Pages</u>
Cash Flow Statement	61
Source and Use of Funds	62
Comparative Expenditures - General Operations	71
Comparison of Periodic Budgets	72
Ten-Year History of Operations	73

FLORIDA DEPARTMENT OF CITRUS
COMPARATIVE EXPENDITURES - GENERAL OPERATIONS
FISCAL YEARS ENDING JUNE 30, 2024 AND 2025

	Year to Date 6/30/2024	Year to Date 6/30/2025	Variance	Percent
Salaries and Benefits	\$2,874,858	\$2,966,196	\$91,338	3.2
Other Personal Services	21,856	5,981	(15,875)	(72.6)
Travel	40,399	35,064	(5,335)	(13.2)
People First Initiative	10,393	10,058	(335)	(3.2)
Telephone	53,276	45,360	(7,916)	(14.9)
Postage/Freight	7,903	7,473	(430)	(5.4)
Data Processing	206,349	218,564	12,215	5.9
Supplies	5,378	5,368	(10)	(0.2)
Insurance and Bond Premiums	18,293	13,731	(4,562)	(24.9)
Reproduction	4,764	5,047	283	5.9
Subscriptions and Memberships	62,150	65,727	3,577	5.8
Repairs and Maintenance	99,111	90,345	(8,766)	(8.8)
Utilities	75,546	77,438	1,892	2.5
Leases/Rent Expense	12,828	8,566	(4,262)	(33.2)
Promotional Items	37,864	13,364	(24,500)	(64.7)
Capital Equipment (OCO)	21,843	9,220	(12,623)	(57.8)
Office/Research Equipment	0	142	142	0.0
Miscellaneous	3,562	2,908	(654)	(18.4)
CREC Expenses	100,409	100,409	0	0.0
Research Materials	10,386	10,034	(352)	(3.4)
Fruit Inspection Data	0	0	0	0.0
Consultants Fee/Travel	81,270	82,480	1,210	1.5
Total	\$3,748,438	\$3,773,475	\$25,037	0.7

FLORIDA DEPARTMENT OF CITRUS

COMPARISON OF PRELIMINARY, OCTOBER BUDGET REVISION AND CURRENT BUDGETS

FISCAL YEAR ENDED JUNE 30, 2025

	July 1, 2024 Operating Budget	Adjustment	October 25, 2024 Budget Revision	June 30, 2025 Budget	Variance	Percent
REVENUE						
Carryover	\$203,000	\$741,000	\$944,000	\$944,000	\$0	0.0
Unspent Certified	0	92,712	92,712	92,712	0	0.0
Tax Assessments-Domestic	2,164,100	(352,420)	1,811,680	1,439,900	(371,780)	(20.5)
Tax Assessments-Imports	2,883,200	0	2,883,200	3,871,667	988,467	34.3
Interest/Other	250,100	0	250,100	300,000	49,900	20.0
PALM - Gen Rev	525,000	0	525,000	618,087	93,087	17.7
Citrus Research - Gen Rev	650,000	0	650,000	650,000	0	0.0
Accelerated Tree Growth Prgm	2,000,000	0	2,000,000	2,000,000	0	0.0
PR & Marketing - Gen Rev	9,000,000	0	9,000,000	9,000,000	0	0.0
FAS Program (MAP)	3,594,652	0	3,594,652	3,594,652	(0)	(0.0)
TOTAL REVENUE	\$21,270,052	\$481,292	\$21,751,344	\$22,511,017	\$759,673	3.5
EXPENDITURES						
Administration						
Admin and Support Services	\$2,339,700	\$15,400	\$2,355,100	\$2,464,930	\$109,830	4.7
State General Revenue Charge	212,000	(14,200)	197,800	237,800	40,000	20.2
PALM - Gen Rev	525,000	0	525,000	618,087	93,087	17.7
Scientific Research & Development						
General Operations	569,050	(100)	568,950	538,950	(30,000)	(5.3)
Scientific Medical Research	288,000	0	288,000	288,000	0	0.0
New Varieties Development	650,000	0	650,000	650,000	0	0.0
Accelerated Tree Growth Prgm	2,000,000	0	2,000,000	2,000,000	0	0.0
Economic and Market Research						
General Operations	425,100	0	425,100	406,100	(19,000)	(4.5)
Research Data & Studies	606,026	(1)	606,026	610,026	4,001	0.7
Marketing & Public Relations						
General Operations	443,050	(100)	442,950	397,950	(45,000)	(10.2)
Public Relations Programs	84,500	0	84,500	84,500	0	0.0
Marketing & PR - Gen Rev	8,897,000	0	8,897,000	8,897,000	0	0.0
International Promotions-DOC	350,350	0	350,350	350,350	0	0.0
Int'l Promotions-GR-CRP	103,000	0	103,000	103,000	0	0.0
International Promotions-FAS	3,594,652	0	3,594,652	3,594,652	0	0.0
Subtotal	21,087,428	1,000	21,088,428	21,241,345	152,918	0.7
Reserves	182,624	480,293	662,917	1,269,672	606,756	91.5
TOTAL BUDGET	\$21,270,052	\$481,292	\$21,751,344	\$22,511,017	\$759,673	3.5

FLORIDA DEPARTMENT OF CITRUS

TEN-YEAR HISTORY OF OPERATIONS (000's)

FISCAL YEARS AS INDICATED

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
	%	%	%	%	%	%	%	%	%	%
Revenue Boxes										
Domestic	95,113	77,380	49,382	76,942	73,341	57,744	45,402	18,515	20,399	13,901
Imports	37,914	43,498	52,674	73,978	43,110	40,639	42,642	87,034	89,744	104,247
Begin Fund Balance	\$16,014	\$18,978	\$17,002	\$13,997	\$13,840	\$10,871	\$9,896	\$10,262	\$11,126	\$12,262
Adjustment	773	317	191	73	62	35	28	63	31	48
Revenue										
Assessments	23,234	6,795	4,640	6,961	6,077	7,816	6,765	5,445	5,781	5,648
Other	4,719	11,668	8,616	9,462	5,563	9,189	20,950	22,656	17,461	15,376
Total Revenue	27,953	18,463	13,256	16,423	11,640	17,005	27,715	28,101	23,242	21,024
Expenditures										
Marketing										
Domestic-PO	12,604	10,109	7,299	7,939	5,961	9,194	17,913	16,939	10,041	8,990
Domestic-PG	167	150	93	99	76	71	475	428	241	209
Domestic-Fresh	346	1,159	243	204	144	147	803	210	142	119
International	6,214	4,504	4,175	4,025	4,037	4,132	3,939	4,147	4,036	3,632
Research										
Econ & Mkt Res	1,334	895	878	982	943	960	905	950	943	977
Scientific Res/NVD	1,949	1,824	1,378	1,332	1,448	1,379	1,232	2,446	4,196	3,144
Disease Res	0	0	0	0	0	0	0	0	0	0
Harvesting	0	0	0	0	0	0	0	0	0	0
Administrative	2,209	1,834	2,191	1,775	1,805	1,807	1,838	1,955	2,238	2,384
PALM - Gen Rev	0	0	0	0	0	0	0	0	58	295
Gen Rev Srvs Chrg	939	282	195	297	258	319	273	223	243	238
Total Expenditures	25,762	20,757	16,452	16,653	14,672	18,011	27,377	27,299	22,138	19,990
Surplus/(Deficit)	2,191	(2,294)	(3,196)	(230)	(3,032)	(1,006)	338	802	1,104	1,034
End Fund Balance	\$18,978	\$17,001	\$13,997	\$13,840	\$10,870	\$9,900	\$10,262	\$11,127	\$12,261	\$13,344
Cash on Hand	\$22,153	\$17,158	\$12,672	\$14,046	\$11,271	\$10,023	\$9,560	\$11,185	\$12,445	\$13,065
Salaries & Benefits	\$3,661	\$2,641	\$2,544	\$2,544	\$2,512	\$2,653	\$2,396	\$2,576	\$2,875	\$2,966
# Employees	40	28	28	28	27	22	23	25	27	27

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

FLORIDA DEPARTMENT OF CITRUS

SCHEDULE OF TAX RATES*

FISCAL YEARS ENDING JUNE 30, 2024 AND 2025

	2023-2024		2024-2025		STATUTE
	FRESH	PROCESSED	FRESH	PROCESSED	
DOMESTIC					
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)
IMPORTS					
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, 2024 AND 2025

	ACTUAL REVENUE BOXES 2023-2024	ESTIMATED REVENUE BOXES 2024-2025	ACTUAL REVENUE BOXES 2024-2025		
			2023-2024 PAID IN 2024-2025	2024-2025 PAID IN 2024-2025	TOTAL
DOMESTIC					
ORANGE:					
Fresh	1,648,544	875,000	106,491	907,519	1,014,010
Processed	16,424,021	10,675,000	52,128	11,164,334	11,216,462
GRAPEFRUIT:					
Fresh	1,266,418	889,000	(4,444)	869,923	865,479
Processed	620,263	381,000	6,518	411,536	418,054
SPECIALTY:					
Fresh	300,460	215,000	451	206,879	207,330
Processed	139,242	160,000	0	179,686	179,686
TOTAL DOMESTIC					
Fresh	3,215,422	1,979,000	102,498	1,984,321	2,086,819
Processed	17,183,526	11,216,000	58,646	11,755,556	11,814,202
	20,398,948	13,195,000	161,144	13,739,877	13,901,021
IMPORTS					
Orange	88,361,011	95,800,000	28,924,902	73,181,074	102,105,976
Grapefruit	1,383,346	1,700,000	463,574	1,677,838	2,141,412
TOTAL IMPORTS	89,744,357	97,500,000	29,388,476	74,858,912	104,247,388
TOTAL	110,143,305	110,695,000	29,549,620	88,598,789	118,148,409

FLORIDA DEPARTMENT OF CITRUS

BUDGETED REVENUE

FISCAL YEAR ENDED JUNE 30, 2025

DESCRIPTION	BUDGETED 2024-25	REVENUE TO DATE	% TO BUDGETED
Assessment on Domestic Fruit			
Orange			
Fresh	\$43,750	\$50,737	100.+
Processed	1,281,000	1,345,971	100.+
	<u>1,324,750</u>	<u>1,396,708</u>	100.+
Grapefruit			
Fresh	62,230	60,584	97.4
Processed	26,670	29,264	100.+
	<u>88,900</u>	<u>89,848</u>	100.+
Specialty			
Fresh	15,050	14,513	96.4
Processed	11,200	12,578	100.+
	<u>26,250</u>	<u>27,091</u>	100.+
Assessment on Import Fruit			
Orange	3,832,000	4,084,079	100.+
Grapefruit	39,667	49,966	100.+
	<u>3,871,667</u>	<u>4,134,045</u>	100.+
Total Assessments	5,311,567	5,647,692	100.+
Investment Earnings	300,000	456,030	100.+
Other Income	0	(146,063)	100.+
Gen-Rev - Funds	12,268,087	11,825,475	96.4
Federal Grants	<u>3,594,652</u>	<u>3,240,409</u>	90.1
TOTAL	<u>\$21,474,306</u>	<u>\$21,023,542</u>	97.9

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY CATEGORY

FISCAL YEAR ENDED JUNE 30, 2025

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
GENERAL OPERATIONS				
Salaries and Benefits	\$3,078,000	\$2,966,196	96.4	\$111,804
Other Personal Services	36,000	5,981	16.6	30,019
Travel	72,800	35,064	48.2	37,736
Unemployment Compensation	400	0	0.0	400
People First Initiative	10,100	10,058	99.6	42
Telephone	46,800	45,360	96.9	1,440
Relocation	150	114	76.0	36
Postage/Freight	10,250	7,473	72.9	2,777
Data Processing	223,430	218,564	97.8	4,866
Supplies	8,250	5,368	65.1	2,882
Insurance and Bond Premiums	14,500	13,731	94.7	769
Reproduction	5,600	5,047	90.1	553
Subscriptions and Memberships	68,700	65,727	95.7	2,973
Training	4,300	0	0.0	4,300
Repairs and Maintenance	114,500	90,345	78.9	24,155
Utilities	78,000	77,438	99.3	562
Leases/Rent Expense	19,500	8,566	43.9	10,934
Promotional Items	13,400	13,364	99.7	36
Office/Research Equipment	1,000	142	14.2	858
Miscellaneous	7,800	2,908	37.3	4,892
CREC Expenses	101,000	100,409	99.4	591
Research Materials	20,000	10,034	50.2	9,966
Fruit Inspection Data	100	0	0.0	100
Consultants Fee/Travel	85,800	82,480	96.1	3,320
Subtotal General Operations	4,029,880	3,773,589	93.6	256,291
PROGRAMS*				
Legal Services	63,000	43,883	69.7	19,117
General Revenue Charge	237,800	237,773	100.0	27
Scientific Research	288,000	129,220	44.9	158,780
Scientific Res - Gen Rev Prgms	2,650,000	2,571,200	97.0	78,800
Economic & Market Research	610,026	600,700	98.5	9,326
Public Relations Programs	8,981,500	8,975,759	99.9	5,741
International Marketing	3,763,052	3,362,717	89.4	400,335
PALM Upgrade	618,087	294,691	47.7	323,396
Reserves	1,269,672	0	0.0	1,269,672
Subtotal Programs	18,481,137	16,215,943	87.7	2,265,194
TOTAL EXPENDITURES	\$22,511,017	\$19,989,532	88.8	\$2,521,485

*Program costs exclude general operating expenses

FLORIDA DEPARTMENT OF CITRUS

BUDGETED EXPENDITURES BY DEPARTMENT

FISCAL YEAR ENDED JUNE 30, 2025

DESCRIPTION	APPROVED BUDGET	YEAR TO DATE	% TO DATE	UNEXPENDED BALANCE
Administration				
Admin and Support Services	\$2,464,930	\$2,384,338	96.7	\$80,592
PALM Upgrade - Gen Rev	618,087	294,691	47.7	323,396
State General Revenue Charge	237,800	237,773	100.0	27
Scientific Research & Development				
General Operations	538,950	443,925	82.4	95,025
Scientific Product Research	288,000	129,220	44.9	158,780
New Varieties Development-Gen Rev	650,000	650,000	100.0	0
Acclerted Tree Growth Prgm-Gen Rev	2,000,000	1,921,200	96.1	78,800
Economic and Market Research				
General Operations	406,100	376,332	92.7	29,768
Research Studies & Data	610,026	600,700	98.5	9,326
Marketing & Public Relations				
General Operations	397,950	343,410	86.3	54,540
Public Relations Programs	84,500	84,062	99.5	438
Public Relations Programs-Gen Rev	8,897,000	8,891,697	99.9	5,303
International Marketing				
International Promotions-DOC	350,350	323,888	92.4	26,462
Int'l Promotions-Gen Rev-CRP	103,000	67,887	65.9	35,113
International Promotions-FAS	3,594,652	3,240,409	90.1	354,243
Total Expenditures	21,241,345	19,989,532	94.1	1,251,813
Reserves	1,269,672	0	0.0	1,269,672
TOTAL	\$22,511,017	19,989,532	88.8	\$2,521,485

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

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>\$237,800</u>	<u>\$237,773</u>	100.0	<u>\$27</u>

ADMINISTRATIVE AND SUPPORT SERVICES

GENERAL OPERATIONS

57 10 10 08 001

Commissioners Comp (OPS)	12101	6,000	203	3.4	5,797
Commissioners Travel	26001	3,000	2,338	77.9	662

57 10 10 09 001

Salaries and Benefits	11000	1,860,000	1,859,839	100.0	161
Temporary Employee (OPS)	12100	12,000	0	0.0	12,000
Employee Travel - All Variety	26000	<u>16,000</u>	<u>7,948</u>	49.7	<u>8,052</u>
Subtotal		1,897,000	1,870,328	98.6	26,672

57 10 10 09 002

Fruit Inspection Data	13260	100	0	0.0	100
Training	13280	2,500	0	0.0	2,500
People First	15800	4,700	4,685	99.7	15
Unemployment Compensation	16500	400	0	0.0	400
Telephone	22100	41,200	41,130	99.8	70
Office Supplies	34101	1,000	978	97.8	22
Office Equipment	34102	1,000	142	14.2	858
Casualty Insurance	4100C	11,100	11,037	99.4	63
Property Insurance	4100P	3,400	2,694	79.2	706
Subscriptions	49200	8,500	8,421	99.1	79
Memberships	49300	800	550	68.8	250
Miscellaneous	49900	<u>2,000</u>	<u>617</u>	30.9	<u>1,383</u>
Subtotal General Operations		<u>1,973,700</u>	<u>1,940,582</u>	98.3	<u>33,118</u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
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	3,225	21.5	11,775
Legal Srv - Fed Stds of Identity	1316F	20,000	20,000	100.0	0
Legal Srv-Gen Counsel	1316G	15,000	12,575	83.8	2,425
Legal Srv-Trademark	1316T	10,000	6,748	67.5	3,252
Legal Advertising	13310	2,000	1,335	66.8	665
Miscellaneous	29000	2,000	1,025	51.3	975
Subscriptions	49200	3,000	2,872	95.7	128
Total Legal Services		\$68,000	\$47,780	70.3	\$20,220
SUPPORT SERVICES					
57 10 10 12 002					
Grounds Maintenance	13290	\$10,500	\$7,725	73.6	\$2,775
Mailing & Delivery Services	13420	800	476	59.5	324
Shredding Service	13421	500	70	14.0	430
Warehouse Services	13991	8,000	0	0.0	8,000
Postage	21000	3,000	2,862	95.4	138
Reproduction	23000	5,000	4,963	99.3	37
Maintenance - Auto	2410A	1,500	537	35.8	963
Maintenance - Building	2410B	70,000	67,417	96.3	2,583
Maintenance - Equipment	2410E	1,000	0	0.0	1,000
Bartow Bldg Utilities	27100	78,000	77,438	99.3	562
Building Supplies	3410B	5,000	3,110	62.2	1,890
Fuel	36410	1,500	800	53.3	700
Copy Equipment Rental	44200	7,200	6,215	86.3	985
Rental-Office Equipment	44400	1,000	979	97.9	21
Subtotal Support Services		193,000	172,592	89.4	20,408

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

DESCRIPTION	OCA CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
IT SERVICES					
57 10 10 14 002					
IT Managed Services	1327C	94,835	94,835	100.0	0
Training	13280	1,800	0	0.0	1,800
DP Services - Other	22300	69,125	69,035	99.9	90
DP Equipment	3410E	17,330	15,653	90.3	1,677
Data Processing Supplies	3410S	1,000	740	74.0	260
Data Process Equipment (OC)	51600	9,500	9,220	97.1	280
Data Processing Software	53100	36,640	33,901	92.5	2,739
Subtotal IT Services		230,230	223,384	97.0	6,846
Total Support & IT Services		423,230	395,976	93.6	27,254
GENERAL REVENUE PROGRAM					
57 10 10 15 002					
PALM - General Revenue	GR001	618,087	294,691	47.7	323,396
Total General Revenue Program		618,087	294,691	47.7	323,396
TOTAL ADMIN, SUPPORT & IT SERVICES					
		\$ 3,083,017	\$ 2,679,029		\$ 403,988

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

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	\$330,000	\$275,357	83.4	\$54,643
Temporary Employees (OPS)	12100	3,000	0	0.0	3,000
Employee Travel - AV	26000	12,000	6,116	51.0	5,884
57 10 12 10 002					
Mailing & Delivery Services	13420	100	0	0.0	100
People First	15800	2,850	2,836	99.5	14
Postage	21000	400	14	3.5	386
Telephone	22100	800	559	69.9	241
Reproduction	23000	100	36	36.0	64
Repairs & Maintenance	24101	30,000	13,866	46.2	16,134
Office Supplies	34101	500	0	0.0	500
Research Material - Internal	34103	15,000	10,034	66.9	4,966
Research Material - External	34104	5,000	0	0.0	5,000
CREC Operations	43300	101,000	100,409	99.4	591
Copy Equipment Rental	44200	1,000	698	69.8	302
Subscriptions	49200	200	0	0.0	200
Memberships	49300	36,000	34,000	94.4	2,000
Miscellaneous	49900	1,000	0	0.0	1,000
TOTAL GENERAL OPERATIONS		538,950	443,925	82.4	95,025
MEDICAL RESEARCH					
57 10 12 11 005					
Clinical/Analytical Study - OJ	SR098	130,000	0	0.0	130,000
USF-Registered Dietitian	SR150	158,000	129,220	81.8	28,780
Subtotal Medical Research		288,000	129,220	44.9	158,780
TOTAL SCIENTIFIC RESEARCH		\$826,950	\$573,145	69.3	\$253,805

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

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	\$650,000	\$650,000	100.0	\$0
TOTAL NVDMC		<u>650,000</u>	<u>650,000</u>	100.0	<u>0</u>
57 10 15 11 003					
Accelerated Tree Growth Program	GR110	2,000,000	1,921,200	96.1	78,800
Total Tree Growth		<u>2,000,000</u>	<u>1,921,200</u>	96.1	<u>78,800</u>
TOTAL GENERAL REVENUE		<u>2,650,000</u>	<u>2,571,200</u>	97.0	<u>78,800</u>
TOTAL SCIENTIFIC & SPONSORED RESEARCH		<u><u>\$3,476,950</u></u>	<u><u>\$3,144,345</u></u>	90.4	<u><u>\$332,605</u></u>
* SUBTOTALS BY FUNDING SOURCE					
Scientific Research - CATF		\$826,950	\$573,145	69.3	\$253,805
Scientific Research - GR		2,650,000	2,571,200	97.0	78,800
Total		<u><u>\$3,476,950</u></u>	<u><u>\$3,144,345</u></u>	90.4	<u><u>\$332,605</u></u>

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

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	\$358,765	98.8	\$4,235
Temporary Employees (OPS)	12100	15,000	5,778	38.5	9,222
Employee Travel - AV	26000	15,500	6,354	41.0	9,146
57 10 13 10 002					
Website	13270	4,800	1,755	36.6	3,045
Postage	21000	250	20	8.0	230
Telephone	22100	2,400	1,713	71.4	687
Reproduction	23000	500	48	9.6	452
Office Supplies	34101	500	53	10.6	447
Copy Equipment Rental	44200	2,300	674	29.3	1,626
Subscriptions	49200	50	0	0.0	50
Miscellaneous	49900	1,800	1,172	65.1	628
Subtotal General Operations		406,100	376,332	92.7	29,768
RESEARCH DATA & STUDIES					
57 10 13 12 003					
Processed Retail Sales-A.C.Nielsen	ER010	332,026	332,026	100.0	0
FL Agri Market Research Center - AV	ER020	224,000	224,000	100.0	0
Economic Impact Analysis - AV	ER025	25,000	24,345	0.0	655
Other Data Purchases - AV	ER035	4,000	2,200	55.0	1,800
Survey's - Toluna - AV	ER060	25,000	18,129	72.5	6,871
Subtotal Research Data & Studies		610,026	600,700	98.5	9,326
TOTAL ECON & MKT RESEARCH		\$1,016,126	\$977,032	96.2	\$39,094

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

DESCRIPTION	OCA CODE	OBJECT 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	110000	\$350,000	\$297,235	84.9	\$52,765
Employee Travel - All Variety	26000	261010	500	43	8.6	457
Employee Travel - Orange Juice	26002		8,300	7,348	88.5	952
57 10 15 10 002						
Promotional Materials	13350	133505	13,400	13,364	99.7	36
Mailing & Delivery Services	13420	134200	1,500	1,417	94.5	83
People First	15800	131910	2,550	2,537	99.5	13
Postage	21000	225000	100	94	94.0	6
Telephone	22100	221000	1,400	1,372	98.0	28
Office Supplies	34101		150	114	76.0	36
Subscriptions	49200	380011	1,250	1,227	98.2	23
Memberships	49300	492000	14,300	14,259	99.7	41
Digital Asset Management	53101		4,500	4,400	97.8	100
TOTAL GENERAL OPERATIONS			397,950	343,410	86.3	54,540
GENERAL REVENUE PROGRAMS						
Consumer Awareness - PR	GR010	133505	8,414,400	8,411,016	100.0	3,384
Grapefruit Promotions-Domestic	GR230		200,000	199,967	100.0	33
Gift Fruit Programs	GR270		57,600	55,714	96.7	1,886
FL Welcome Stations-Juice	GR080	133505	225,000	225,000	100.0	0
TOTAL GENERAL REVENUE PROGRAMS			\$8,897,000	\$8,891,697	99.9	\$5,303

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

DESCRIPTION	OCA CODE	OBJECT CODE	APPROVED BUDGET	YEAR TO DATE EXPENDITURES	% TO DATE	UNEXPENDED BALANCE
PUBLIC RELATIONS						
CORPORATE - ALL VARIETIES						
57 10 15 12 003						
Policy Issues	PR017		\$34,500	\$34,500	100.0	\$0
Subtotal Corporate - All Varieties			34,500	34,500	100.0	0
IN-STATE PROGRAMS						
57 10 15 12 008						
Industry Grower Relations - AV	PR081	133454	50,000	49,562	99.1	438
Subtotal In-State Programs			50,000	49,562	99.1	438
TOTAL PR PROGRAMS - CATF			\$84,500	\$84,062	99.5	\$438
* SUBTOTALS BY FUNDING SOURCE						
PR & Domestic Marketing - CATF			\$482,450	\$427,472		\$54,978
PR & Domestic Marketing - GR			8,897,000	8,891,697		5,303
Total			\$9,379,450	\$9,319,169		\$60,282

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

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	\$175,000	\$175,000	100.0	\$0
Employee Travel - Orange Juice	26002	2,500	0	0.0	2,500
Employee Travel - PO/PG/FG	26003	15,000	4,917	32.8	10,083
57 10 18 10 002					
Mailing & Delivery Services	13420	4,000	2,574	64.4	1,426
Postage	21000	100	16	16.0	84
Telephone	22100	1,000	586	58.6	414
Subscriptions	49200	150	0	0.0	150
Memberships	49300	5,700	5,625	98.7	75
Miscellaneous	49900	500	24	4.8	476
Subtotal General Operations		203,950	188,742	92.5	15,208
57 10 18 10 003					
Evaluations-DOC	IM01D	1,750	0	0.0	1,750
Evaluations-FAS	IM01F	45,000	37,474	83.3	7,526
Consultant Fee-DOC	1313D	81,000	80,725	99.7	275
FAS Annual Workshop-DOC	26005	3,550	3,050	85.9	500
Subtotal FAS Administration		\$131,300	\$121,249	92.3	\$10,051

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

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	GR200	\$15,000	\$13,607	90.7	\$1,393
Promotions-FAS	1335F	281,225	248,331	88.3	32,894
Subtotal Canada-Fresh & Proc. Gft.		296,225	261,938	88.4	34,287
Processed Orange					
57 10 18 10 104					
Promotions-DOC	1335D	22,800	22,474	98.6	326
Promotions-FAS	1335F	554,235	527,911	95.3	26,324
Subtotal Canada-Proc Orange		577,035	550,385	95.4	26,650
Fresh Orange					
57 10 18 10 105					
Promotions-DOC	1335D	10,000	1,597	16.0	8,403
Promotions-FAS	1335F	110,000	56,258	51.1	53,742
Subtotal Canada-Proc Orange		120,000	57,855	48.2	62,145
TOTAL CANADIAN MARKETING		993,260	870,178	87.6	123,082
EUROPEAN PROMOTIONS					
FRANCE - PROMOTIONS - GRAPEFRUIT					
Fresh & Processed Grapefruit					
57 10 18 11 203					
Promotions-DOC	GR200	19,000	8,908	46.9	10,092
Promotions-FAS	1335F	545,490	545,490	100.0	0
Total France Retail - Fresh & Proc. GFT		564,490	554,398	98.2	10,092
EUROPE - RETAIL - GRAPEFRUIT					
Fresh & Processed Grapefruit					
57 10 18 11 300					
Promotions-DOC	GR200	24,000	2,834	11.8	21,166
Promotions-FAS	1335F	415,887	229,837	55.3	186,050
Total Europe Retail - Fresh & Proc. GFT		439,887	232,671	52.9	207,216
TOTAL EUROPEAN PROMOTIONS		\$1,004,377	\$787,069	78.4	\$217,308

FLORIDA DEPARTMENT OF CITRUS

DEPARTMENTAL EXPENDITURES

JULY 1, 2024 - JUNE 30, 2025

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	GR200	\$25,000	\$22,538	90.2	\$2,462
Promotions-FAS	1335F	711,506	663,799	93.3	47,707
Total Japan-Fresh & Proc. Gft.		736,506	686,337	93.2	50,169
KOREA					
Fresh & Processed Grapefruit					
57 10 18 13 103					
Promotions-DOC	GR200	20,000	20,000	100.0	0
Promotions-FAS	1335F	417,150	417,150	100.0	0
Total Korea-Fresh & Proc. Gft.		437,150	437,150	100.0	0
Processed Orange					
57 10 18 13 104					
Promotions-DOC	1335D	27,300	27,300	100.0	0
Promotions-FAS	1335F	514,159	514,159	100.0	0
Total Korea-Proc. Orange		541,459	541,459	100.0	0
TOTAL ASIAN PROMOTIONS		1,715,115	1,664,946	97.1	50,169
TOTAL INTERNATIONAL MARKETING		\$4,048,002	\$3,632,184	89.7	\$415,818
* SUBTOTALS BY FUNDING SOURCE					
Int'l Mktg-DOC		350,350	323,888	92.4	26,462
Int'l Mktg-GR		103,000	67,887	65.9	35,113
Int'l Mktg-FAS		3,594,652	3,240,409	90.1	354,243
		\$4,048,002	\$3,632,184	89.7	\$415,818

FLORIDA DEPARTMENT OF CITRUS

INTERNATIONAL MARKETING

2024-2025 EXPENDITURES BY VARIETY/FUNDING SOURCE

	<u>TOTAL</u>	<u>PROCESSED ORANGE</u>	<u>PROCESSED GRAPEFRUIT</u>	<u>FRESH ORANGE</u>	<u>FRESH GRAPEFRUIT</u>
DEPARTMENT OF CITRUS					
General Operations	\$188,742	\$56,623	\$18,874	\$0	\$113,245
FAS Administration	83,775	25,133	8,378	0	50,265
Canadian Marketing	37,678	22,474	3,402	1,597	10,205
European Promotions	11,742	0	2,936	0	8,807
Asian Promotions	<u>69,838</u>	<u>27,300</u>	<u>10,635</u>	<u>0</u>	<u>31,904</u>
Subtotal DOC	<u>391,775</u>	<u>131,529</u>	<u>44,223</u>	<u>1,597</u>	<u>214,425</u>
FOREIGN AGRICULTURAL SERVICE PROGRAM					
FAS Administration	37,474	11,242	3,747	0	22,484
Canadian Marketing	832,500	527,911	62,083	56,258	186,248
European Promotions	775,327	0	193,832	0	581,495
Asian Promotions	<u>1,595,108</u>	<u>514,159</u>	<u>270,237</u>	<u>0</u>	<u>810,712</u>
Subtotal FAS	<u>3,240,409</u>	<u>1,053,312</u>	<u>529,899</u>	<u>56,258</u>	<u>1,600,940</u>
TOTAL INTERNATIONAL MARKETING	<u><u>\$3,632,184</u></u>	<u><u>\$1,184,841</u></u>	<u><u>\$574,123</u></u>	<u><u>\$57,855</u></u>	<u><u>\$1,815,365</u></u>
 Percent DOC Contribution	 <u>12%</u>	 <u>12%</u>	 <u>8%</u>	 <u>100%</u>	 <u>13%</u>