Economic & Market Research Committee Report

Presented to the
Florida Citrus Commission
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Florida Citrus™

FLORIDA DEPARTMENT OF CITRUS

EMRD Agenda

- Processing Statistics Reporting Advisory Committee Updates
- Contract amendment – Dr. Marisa Zansler
  - Nielsen Consumer, LLC (fresh retail data purchase)
- Contract renewals – Dr. Marisa Zansler
  - Toluna USA, Inc. (market survey panelist)
  - University of Florida – Florida Agricultural Market Research Center (consumer trade studies)

Handouts

1. UF/IFAS EDIS Publication FE1174 - Price Elasticities by OJ Type
2. Nielsen Topline Report #7 of the 2025-26 Season
3. Nielsen Retail Sales Trends Report #7 of the 2025-26 Season

Agenda Item:

Processing Statistics Reporting Advisory Committee Updates

PSRAC Meeting – April 28, 2026

- Motion 1 – Amend Rule 20-3.007
  - Committee unanimously approved directing General Counsel to draft language amending Rule 20-3.007 to establish an alternate October reporting trigger date if the USDA crop estimate is delayed or unavailable as scheduled.
  - Goal: ensure continuity and consistency of post-estimate price reporting during events such as federal government shutdowns.
  - FDOC staff will request consideration of initial rulemaking during Legal Committee.
- Motion 2 – Continue Reviewing Pricing Index Mechanisms
  - Committee unanimously approved continuing discussions on future pricing index and post-estimate reporting mechanisms
  - Goal: ensure reporting tools remain relevant for growers and processors.

Agenda Item:

Contract Amendment

Nielsen Consumer, LLC

Business Unit:	Economic/Market Research
	Amendment
DOC Contract No.:	22001
Amount:	$19,487 (25-26FY)
Funding:	57101312003 – 132652 ER010
Term:	FY 25-26
Purpose:	One-time retail data extract at UPC and PLU level for fresh citrus categories to evaluate ability to track retail sales of Florida-grown citrus. Total US xAOC. Categories included: Fresh Oranges, Grapefruit, Lemons, Tangerines, Mandarins, Tangelos. Three years of weekly historical data. The increase to the budget for FY 2025-26 shall be for the purchase of Ad Hoc Services as stated under Section III.2.A.2. of the FDOC Contract No. 22001.
Status:	Amendment/Same Vendor, one-time data extract

* STAFF RECOMMENDS APPROVAL

Agenda Item:

Renewal Contracts

Toluna USA, Inc.

Business Unit:	Economic/Market Research
Bid Requirement:	Bid Exempt-Renewal
DOC Contract No.:	23A08
Amount:	$225,000 (over 3 fiscal years) $75,000.00 (26-27FY) $75,000.00 (27-28FY) $75,000.00 (28-29FY)
Funding:	EMRD = 57101312003 – 132652 ER060 Int'l = 57101810003 – 133504 IM01F
Term:	July 1, 2026 – June 30, 2029
Purpose:	Market Survey Panelist: to provide a nationally representative sample, within specified time frames, that include general consumers, specialized target groups, global respondents and sometimes hard to reach audiences.
Status:	Renewal Contract/Same Vendor, one 3-year renewal

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University of Florida - Florida Agricultural Market Research Center

Business Unit:	Economic/Market Research
Bid Requirement:	Bid Exempt-University
DOC Contract No.:	23A09
Amount:	$731,112.80 (over 3 fiscal years) $231,294.80 (26-27FY) $238,136.80 (27-28FY) $245,181.20 (28-29FY)
Funding:	57101312003 – 132652 ER020
Term:	July 1, 2026 – June 30, 2029
Purpose:	Provides annual data collection on U.S., European and Japanese consumer demand for new citrus products, genetically modified products, tracker survey for GF & GJ, consumer response to marketing activities and conduct focus groups to develop qualitative understanding and consumer preferences related to Florida citrus.
Status:	Renewal Contract/Same Vendor, one 3-year renewal

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Thank You

