Florida Orange Juice™

Global Marketing May FCC Update



Agenda

FY25-26 DOMESTIC MARKETING PROGRAMS UPDATE

FY26-27 DOMESTIC ORANGE JUICE MARKETING PLAN

FY26-27 DOMESTIC FRESH MARKETING PLAN

INTERNATIONAL MARKETING PROGRAM UPDATE

ASIAN AGENCY CONTRACTS

CONTRACT RENEWALS

- Padilla Speer Beardsley, Inc. (Consumer Marketing)
- Padilla Speer Beardsley, Inc. (Media Relations and Issues Management)

NEW CONTRACT

- Visit Florida (Welcome Center Juice Distribution)



FY25-26 Domestic Marketing Program Update



FY 2025-2026 Florida Citrus: May 15, 2026

FDOC DOMESTIC OJ MARKETING CAMPAIGN

OVERVIEW

BUDGET: $8.6M

Advertising Attributed Sales Goal
$25-30 Million

% To Goal ($25M)
164.88%

Advertising Attributed Sales
$41,218,858

FY2024-25 Annual FDOC Generic Promotion Return on Investment (ROI)*
$1.69 - $2.23

*Benefits of FDOC Generic Promotion on Demand for OJ, Annual ROI Study, UF-FAMRC

ATTRIBUTED SALES



ATTRIBUTED SALES BY PARTNER

Walmart
$11,127,686

Instacart
$7,372,951

Performance Marketing
$22,718,221

AUDITED POST ESTIMATE

(Week-ending March 28, 2026)

Early/Mid-Season
– (Final)

Valencia
$2.77977

Grapefruit
White: N/A
Red/Pink: $3.75000

Average Price Per Pounds Solids

CROP FORECAST

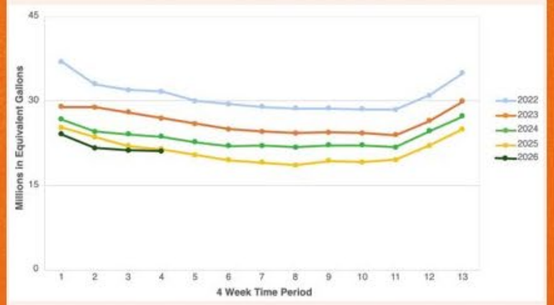
(April 2026)

Florida Oranges
12.2 Million Boxes

Florida Grapefruit
1.25 Million Boxes

Florida Specialty
450,000 Boxes

U.S. TOTAL OJ VOLUME SALES



TOTAL U.S. – XAOC SYTD 2025-26 IN GALLONS

(SYTD – April 18, 2026)

REGION	GALLONS	PRICE PER EQ
South TL OJ	65,642,763	$11.21
Midwest TL OJ	32,588,069	$11.48
West TL OJ	28,683,466	$11.76
Northeast TL OJ	28,497,537	$12.42
TOTAL U.S. TL OJ	155,343,238	$11.59

FDOC CITRUS JUICE STATISTICS

Florida Processors' Statistics Report Summary (Oct-Sep)
Season-to-Date Packaged and Bulk Movement
W/E April 18, 2026, Processors' Statistics Report #29

	2024-25	2025-26	% CHANGE
SSOJ (NFC) (Millions SSG)	163.8	154.2	-5.9%
FCOJ (Millions SSG)	126.5	106.4	-15.9%
SSGJ (NFC) (Millions SSG)	5.2	4.6	-11.3%
FCGJ (Millions SSG)	0.5	1.0	84.6%

*Data Source: 2022-2026 FDOC Custom Database – Nielsen Answers on Demand (AOD) and Nielsen IQ Discover

Walmart Connect Update

WALMART DISPLAY CAMPAIGN UPDATE

- The Walmart display campaign remains paused due to an ongoing Walmart product availability and attribution issue impacting campaign delivery and measurement. While Walmart Connect engineering teams are working toward a resolution, there is currently no confirmed timeline or assurance the issue will be fully resolved.
- As a result, the program has been paused for the remainder of the year, with focus shifted toward broader program priorities and opportunities.
- As you will see outlined in the FY26–27 recommendations, we have identified alternative strategic approaches that can be activated should the Walmart issue continue.



Florida Orange Juice on Ice

The partnership with Benchmark International Arena and the Tampa Bay Lightning delivered game winning features on broadcast and in and around the arena throughout the 2025-26 hockey season.

RESULTS*

21M+ campaign impressions

4K+ in-person engagements

3+ hours of in-stadium features during games and events (logos, dasher boards, ribbons)

1M+ social impressions

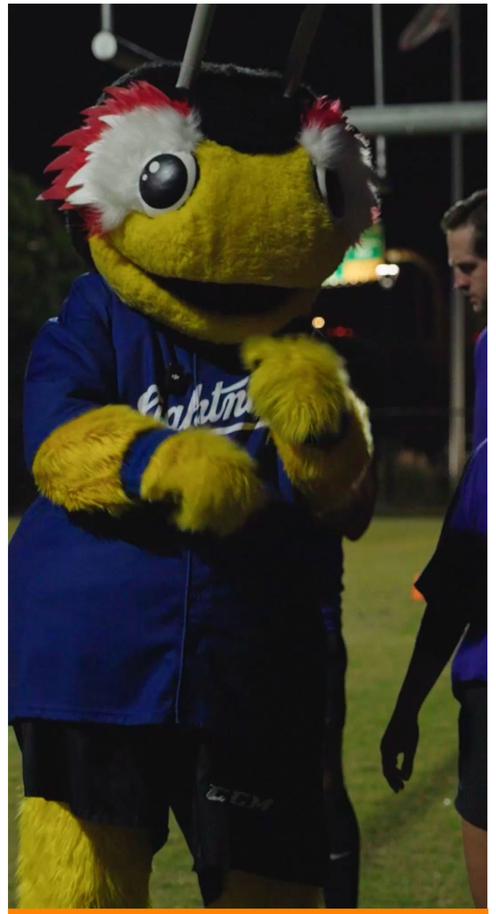
*Final campaign metrics will be available in mid-June



In-Arena LED Ribbons



Fan Appreciation Nights with Sponsored Shopping Sprees



Thunderbug Social Content Series

Additional Partnership Activations

Pre-Game Plaza Samplings and Giveaways

In-Arena Mocktail Flights

Florida Orange Juice — The Original Wellness Drink.™

Visitor Tunnel Logo Features & Broadcast Digital Dasher Boards

“Morning Skate” Social Media Sponsorship

© 2026 PADILLA

“Sip Into Spring” April 24-May 8

- Successfully expanded Florida Orange Juice beyond breakfast
- Positioned Florida Orange Juice as a versatile, wellness-forward beverage
- 11 foodservice locations: Manhattan, Brooklyn, New Jersey
- Locations featured seasonal beverages including mocktails, smoothies, espresso and matcha drinks made with Florida Orange Juice

PRELIMINARY RESULTS*

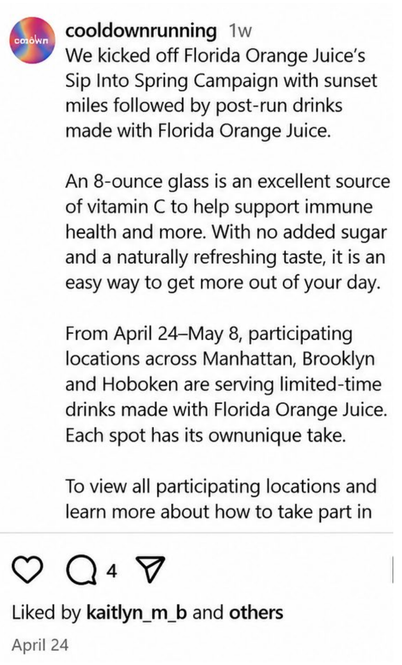
Up to 34% of beverage sales driven by featured drinks

10,260 featured beverages sold

100% menu retention post-promotion period

906K+ consumers reached through in-person and social partnerships









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*Results are still being assessed

FY26-27 Domestic Orange Juice Marketing Plan



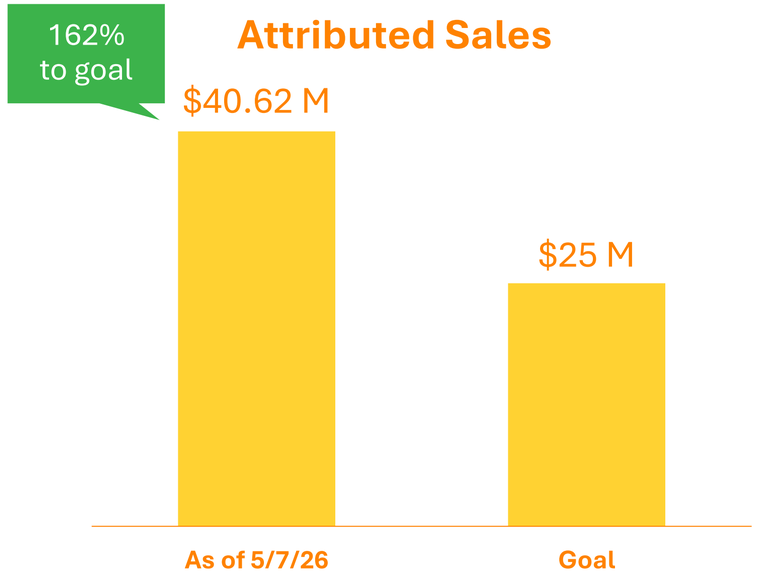
Mission/Objective

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.

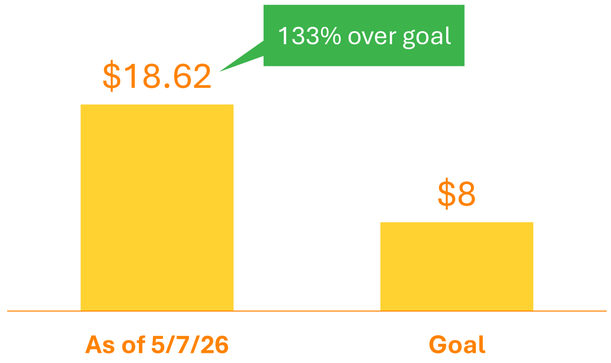
A Look Back...

FY25-26 program tracking to meet or exceed attributed sales goals.

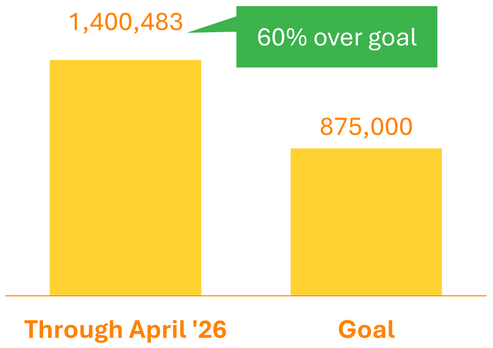
Attributed Sales



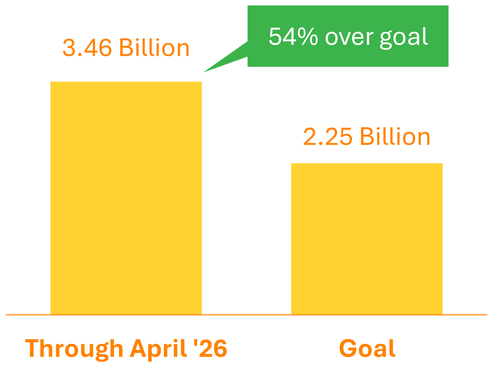
Return on Ad Spend (ROAS)



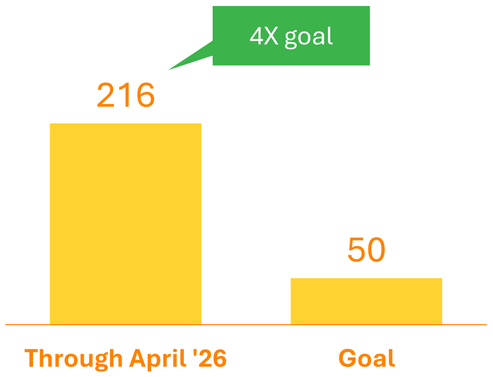
Website Page Views



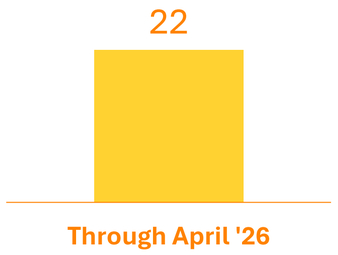
Campaign Impressions



Media Placements



Influencer & Media RD Posts



What’s Working and Where We Go Next

Eye-catching creative paired with eCommerce drove strong performance across channels.	→	**Continue this approach while expanding social-first ad units to drive additional engagement.**
In-person events and credentialed experts significantly increased positive earned media coverage.	→	**Prioritize high-credibility media opportunities and culturally relevant media moments.**
Partnerships and activations successfully connected Florida Orange Juice to cultural moments and consumers.	→	**Streamline programming around the highest-performing activations to maximize impact.**
Media RDs effectively amplified key messages, while myth-busting and real-life wellness content strongly resonated with Health Pros.	→	**Continue investing in Health Pro partnerships, education tools and conference presence.**
Recipes account for +70% of traffic and nearly 100% of visitor actions that signal purchase interest (content saves, prints).	→	**Expand recipe and educational content that helps consumers convert interest into purchase.**

Promote and Protect Florida Orange Juice Brand

Drive sales and strengthen consumer value perceptions to support the industry in the near term while positioning demand for Florida Orange Juice to grow as industry revitalization efforts accelerate.



How We'll Get to More...

Propel Florida Orange Juice forward as The Original Wellness Drink™ consumers look to for their functional beverage needs.



Audiences



CONSUMERS

Drink more orange juice, more often; Share their love for it

- Defined more by mindset and functional beverage needs
- Includes broader set of orange juice consumption frequency – protect heavy, grow moderate/light
- Looking for wellness, for self and family
- Age 25 to 55, mid-to-upper-income skew
- Digital natives with technology interests
- Sports are big – viewers and players
- Food, beverages and supplements key to optimizing health



HEALTH PROFESSIONALS

Recommend more orange juice, more often for its health benefits

- Credentialed health professionals and wellness experts: MDs, NPs, PAs, CPTs
- Lifestyle, Performance, Retail and Media Registered Dietitians
- Health Pros seeking health and wellness resources for family, customers, clients and themselves
- Health Pros looking for food, beverages and supplements key to optimizing health

Driving Value for the Modern Juice Consumer

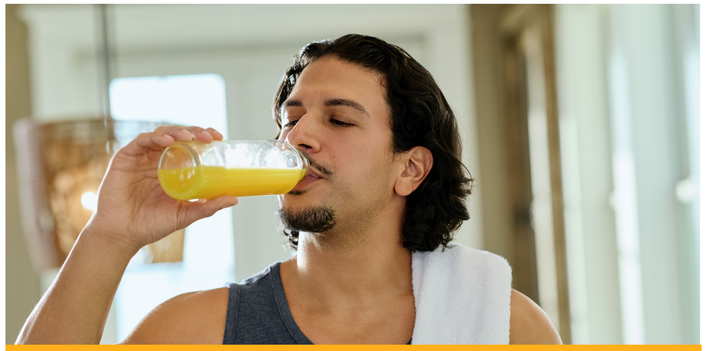
Modern needs meet one simple solution.





PERFORMANCE

Florida Orange Juice supports my active and busy lifestyle.



HEART HEALTH

Florida Orange Juice is an easy choice for supporting my heart health.



IMMUNITY

Florida Orange Juice keeps me feeling my best during cold and flu season, and beyond.



LIFESTYLE

Florida Orange Juice is part of my family's routine each and everyday.

Our Campaign

Florida Orange Juice

The Original Wellness Drink.™



The True Original

Get your juice from The Original Wellness Drink™

Florida Orange Juice™

Saluting the Originals

Originals don’t chase trends, because trends are for people who can’t get comfortable in their own skin. Originals operate effortlessly; always at home wherever they are, caring not for what others might think.

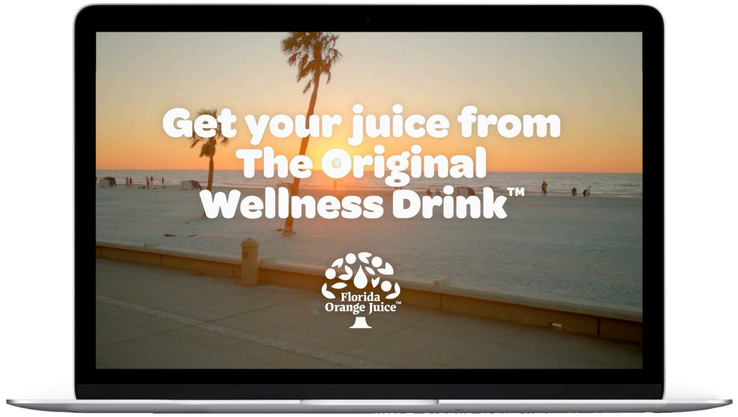
As the Original Wellness Drink™, Florida Orange Juice goes anywhere, anytime. Florida Orange Juice has moved and grooved to its own beat for generations, popping up from early morning to late night, always hitting the right note. With fans among the health seekers and tastemakers, Florida Orange Juice remains a *true original*, setting the standard for what’s good.

The True Original – In-market Assets



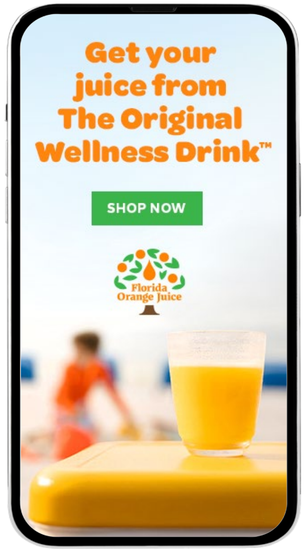




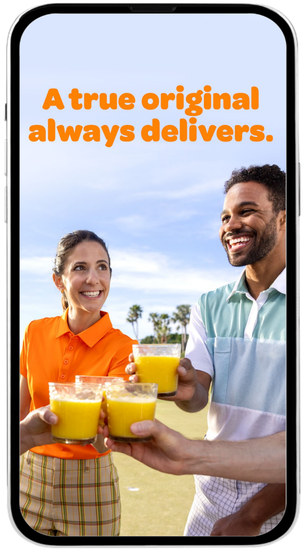


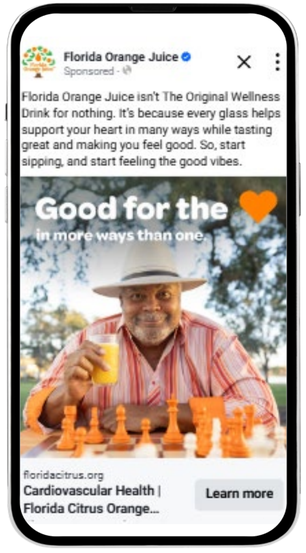


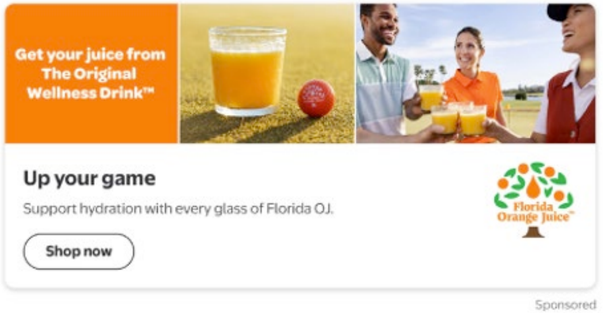


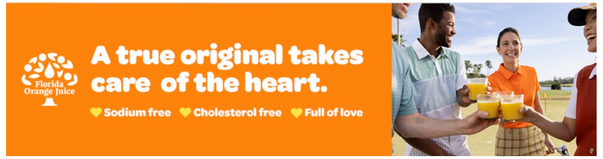
















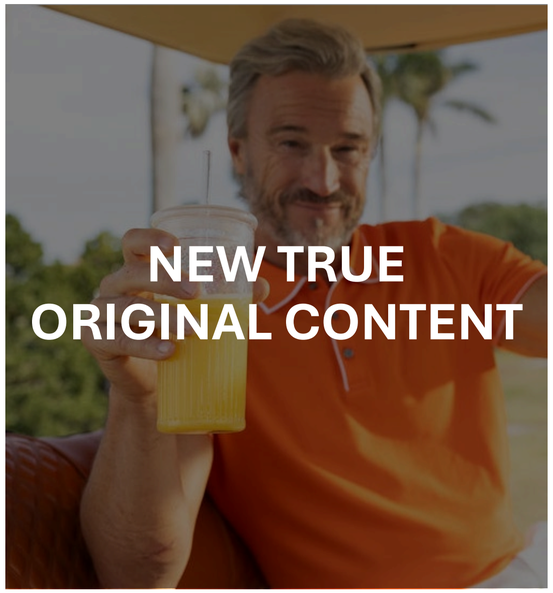

New OJ Assets to Amplify the True Originals

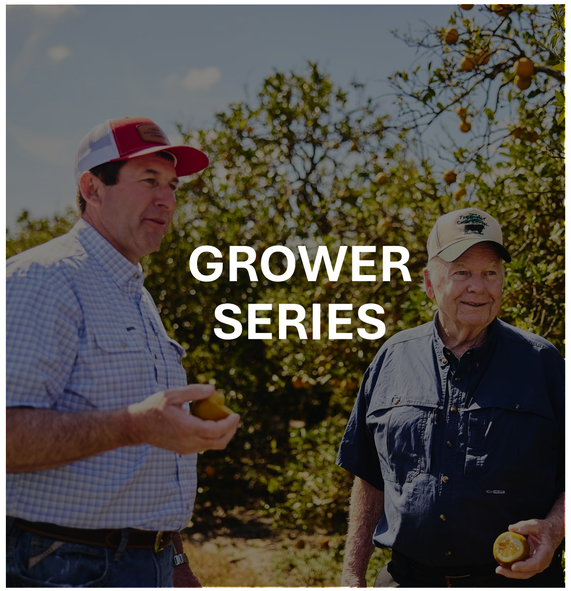






Expanding the True Original Creative









Rooted: Voice of Florida Citrus

A True Originals film series offering an inside look at the people, stewardship & resilience of Florida Citrus.









EPISODE EXAMPLES

FALL

The Family Grove (legacy, daily life)

From Grove to Glass (safety, processing, nutrition)

WINTER

Standing up to HLB (resilience, research, innovation)

Sustainability Rooted (water, soil, stewardship)

SPRING

Performance (fueling families and athletes alike)

GARDEN & GUN

FY26-27 Consumer Campaign Snapshot

The True Original

CORE CAMPAIGN ACTIVATIONS AND PARTNERSHIPS



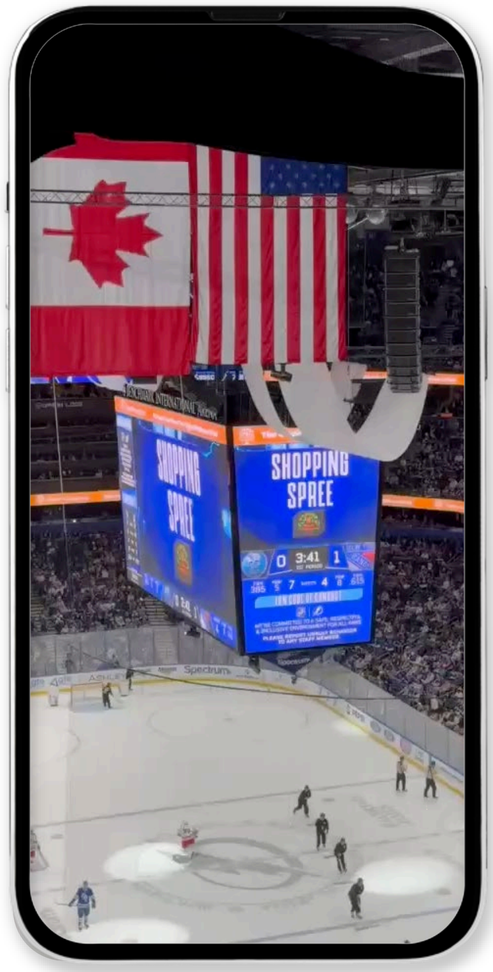




Awareness	Consideration	Purchase	Repeat Purchase
	ZETA	instacart Walmart Grocery ZETA	instacart Walmart Grocery ZETA

Always on digital paid, e-commerce, earned, owned, social & influencer, website & blog, issues & crisis management

Building Awareness Makes Conversion Possible







Reaching Modern Juice Consumers

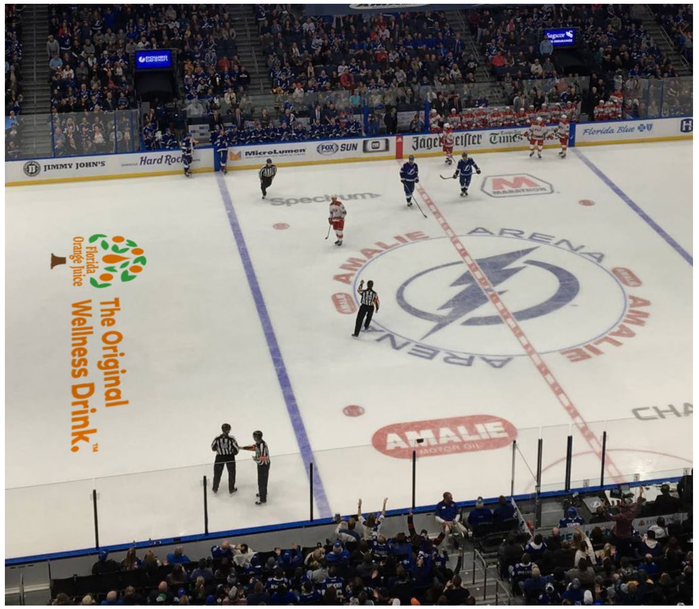


Partnerships & Activations



Activate Florida Orange Juice as the “True Original” Fuel of Tampa Bay Hockey Culture

Engage with millions of hockey fans and drive thousands of high-impact interactions and engagements to influence orange juice consumption throughout the 2026-27 hockey season.







Partnership Goals

- 20+ million campaign impressions
- Over 4K in-person fan engagements
- 5+ hours of broadcast visibility



SHOPPING SPREE



FLORIDA DEPARTMENT OF CITRUS

Themed Activations Will Create Messaging Moments All Season Long

SEPTEMBER

Season Kick-Off

Media interviews and influencer feature content



OCTOBER

Grower Spotlight

Feature custom, limited edition swag



NOVEMBER

Season of Giving In-Game Fan Giveaways



DECEMBER

Season of Giving In-Game Fan Giveaways



JAN/FEB

Social Media Contest & Fan Giveaway



MAR/APR

Playoff Push

Social Promotion with ThunderBug



Always On: Activating Throughout the Season (September 26’ – June 27’)

Virtual In-Ice Logo Feature (Away Broadcasts)

Social Integrations & Geo Targeting Ads

Season Long In-stadium Mocktails

Pre-Game Plaza Activations

In-Arena Branding & Signage

*Final activation mix and themes to be planned after entering partnership agreement.

Consumer

Grove Event 2.0

- Re-invite media to a day of educational and experiential opportunities this November
- Prepare a contingency plan specific to weather-sensitive event activities
- Proactively identify a backup date (and hold with vendors and media)
- Consider capturing high-quality b-roll in advance or offer virtual components to anyone unable to attend in person



Consumer

Always-on Programming



Consumer

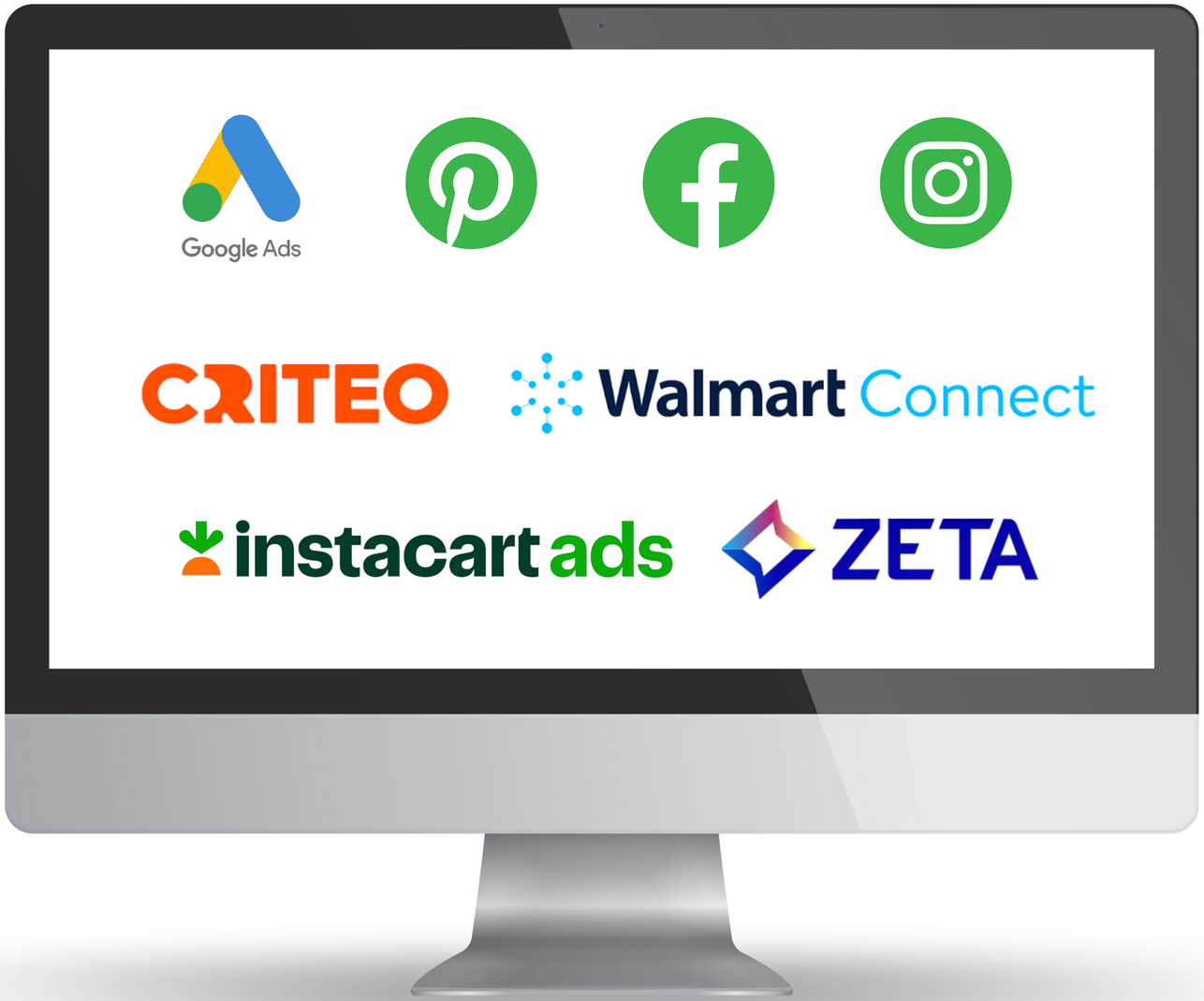
Digital Advertising



Targeted Multi-channel Digital Advertising & E-commerce Brings Our Story to Life

High-impact ads across digital channels and e-commerce platforms boost visibility throughout the entire purchase journey.

Behavioral and predictive targeting techniques ensure messaging reaches Modern Juice Consumers.



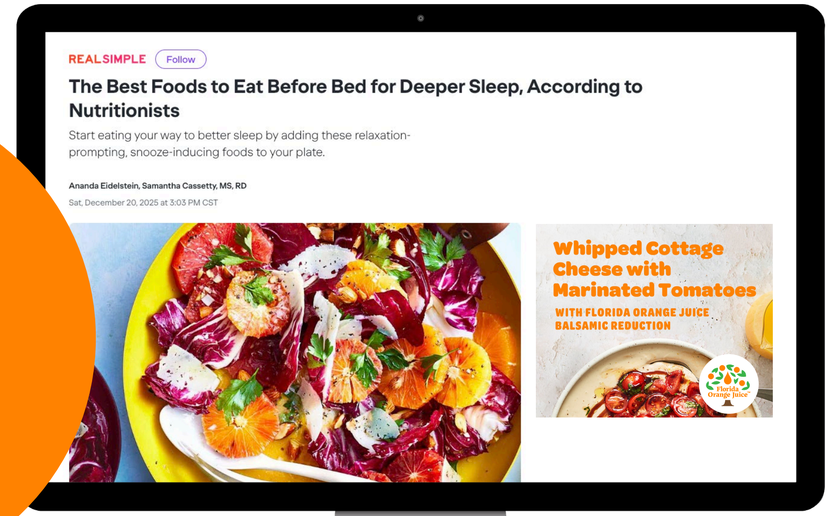

Performance
Digital
Marketing

Online Ads: Sustained Messaging

STRENGTHENING THE BRAND THROUGH AN OMNICHANNEL CAMPAIGN

- Display ads keep the message visible using seasonal recipe creative and benefit-focused content that stays relevant throughout the year, including Tampa Bay Lightning co-branding
- OLV reinforces the wellness messages helping make the story more memorable
- Together, these formats maintain a steady presence across channels, keeping Florida Orange Juice top-of-mind along the path to purchase

Omnichannel campaigns are 1.9x more likely to connect with audiences





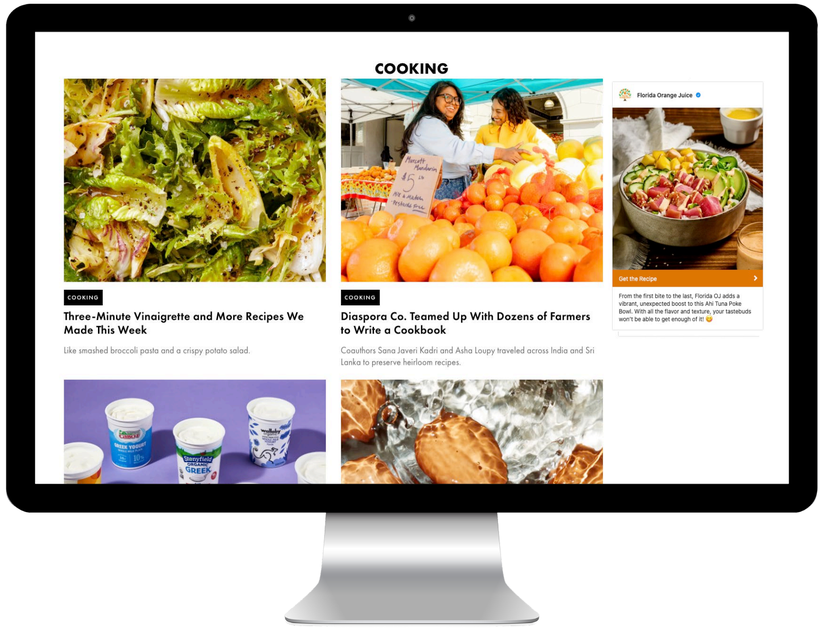


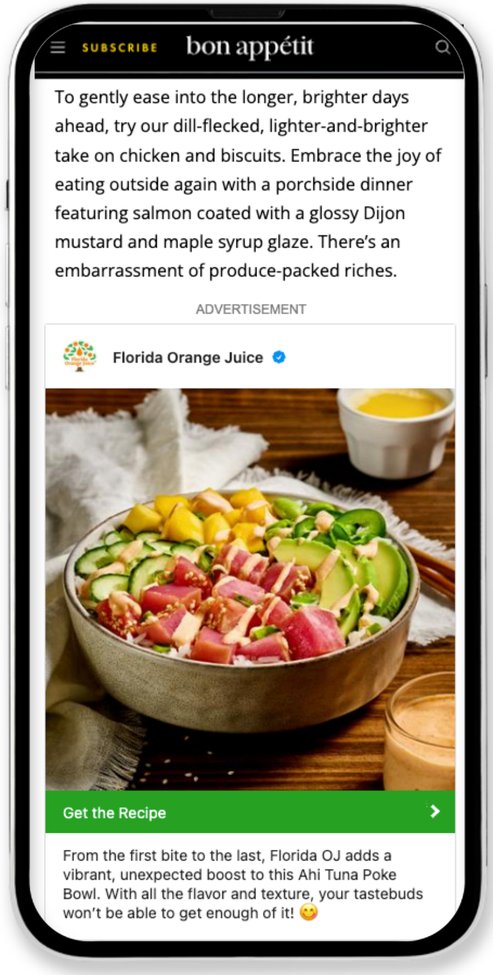
Native Amplification: Enhancing Engagement

Native amplification of social allows us to leverage engaging social content on other relevant channels

SOCIAL AMPLIFICATION

- Utilize engaging social media content as digital ads across other websites the modern juice consumer visits, including vertical and carousel placements
- Easy to test multiple variants and optimize toward the formats and creative delivering the strongest performance
- Insights and measurement are integrated into reporting, providing a clear view of how these units contribute to overall campaign impact



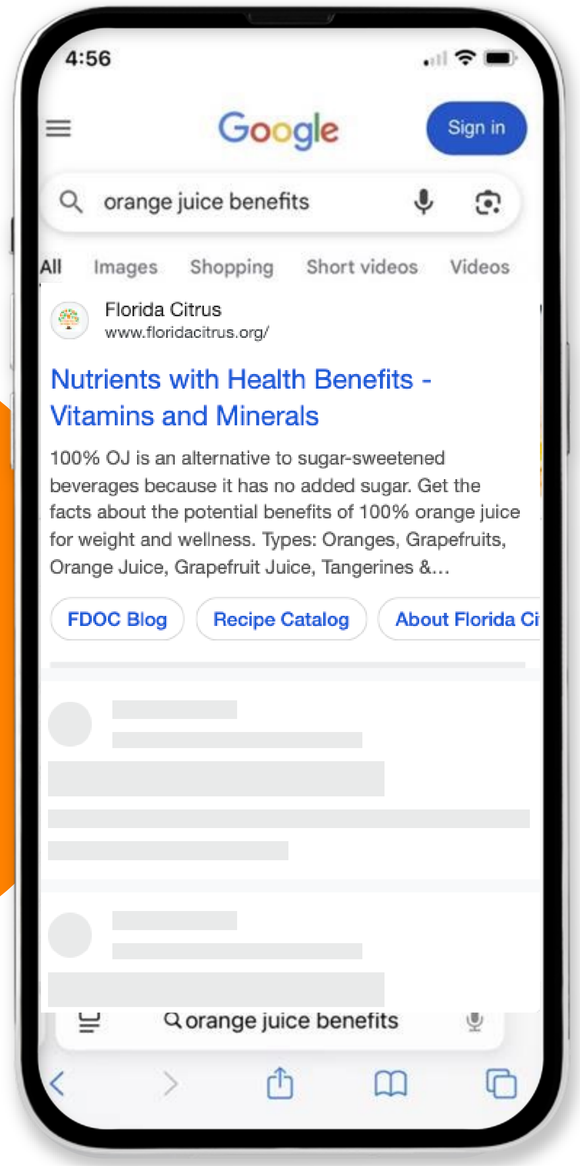


Paid Search: Drive Traffic & Track Engagement

TOP POSITIONS ON SEARCH

- Capture high intent consumers with Google Ads that secure prominent visibility for relevant orange juice searches
- Drive qualified traffic to FloridaCitrus.org while reinforcing its role as the trusted source for orange juice information, benefits and inspiration
- Measure engagement beyond the click by tracking valuable actions such as content shares, recipe prints, subscriptions and downloads

~25,000 to 30,000 monthly Google searches are related to orange juice benefits and nutritional information

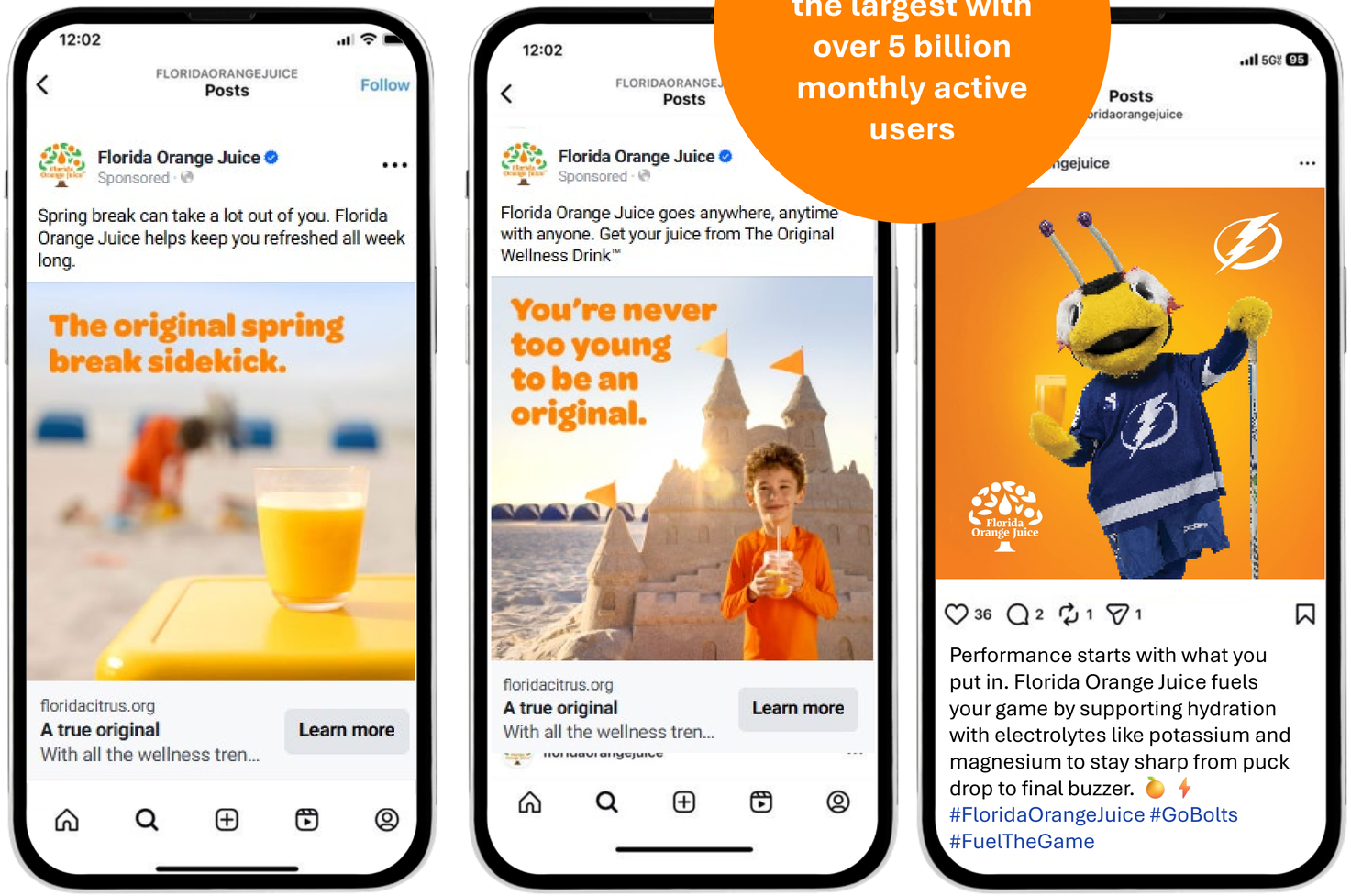


Meta to Magnify Brand Awareness & Drive Authenticity

Build connections and drive engaged site traffic with an organic and paid social strategy on Facebook and Instagram.

- Grow brand advocates and create a content pipeline with user-generated content (UGC) and influencers
- Boost organic content and highlight key messages with custom and interest-based targeting

Meta's user base is among the largest with over 5 billion monthly active users



Pinterest as a Discovery Engine

Inspire usage occasions as our audience is actively searching for recipes and wellness tips.

- Integrate more video to diversify content as assets become available
- Continue running monthly ad campaigns featuring recipes aligned with real-time search data and key moments in time
- Promote blog posts to drive additional site traffic and broaden content reach



Pins that feature life moments experience a 22% lift in sales

Consumer



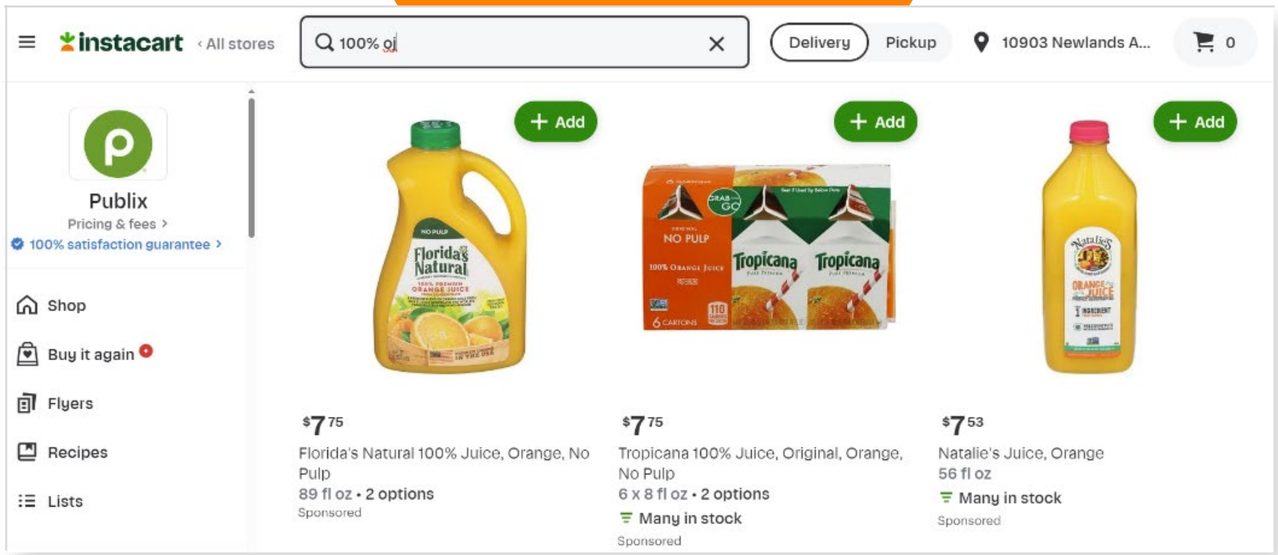
E-commerce

Instacart Ads Create Broad Reach Across Retailers

Instacart ROAS grew more than 17% YoY, reinforcing its strength as a point of purchase driver

DISPLAY AND SPONSORED PRODUCT ADS

- Display ads keep the message visible during key shopping moments, helping reinforce awareness and influence consideration while consumers are in market
- Sponsored product ads appear in high visibility point-of-purchase placements, including Uber Eats search results, helping capture attention as shoppers compare options
- Together, these formats help drive products into baskets, support conversions, and encourage repeat purchases over time



Why Instacart?

Leading retailers.
Thousands of stores.
Millions of shoppers.

- Reaches ~85% of U.S. households
- ~15M active users
- Fulfilled ~338.8M orders in 2025, a 15.2% increase over 2024

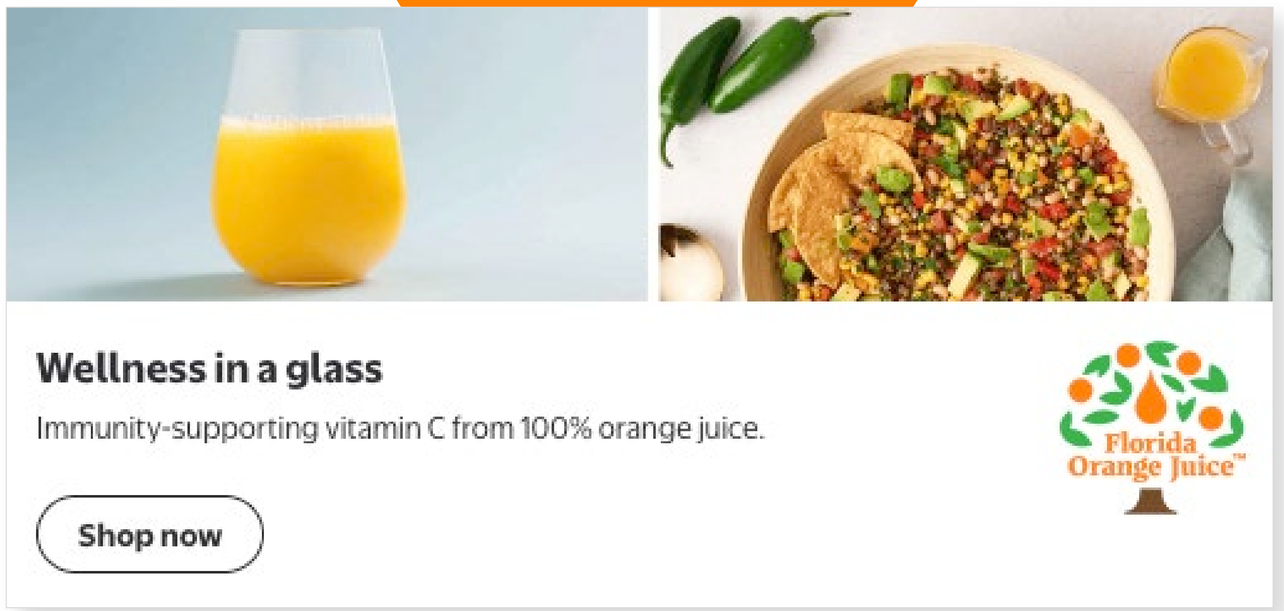


Walmart Ads to Appeal to New Audiences

Walmart's online shopping continues to grow, with transactions rising YoY and Gen Z ranking Walmart its top retailer

ONSITE DISPLAY ADS

- Walmart remains one of the most important grocery destinations in the U.S., making it a strong retail partner for reaching juice shoppers at scale. Walmart Connect's onsite display ads reach 87% of U.S. households, giving the FDOC message meaningful visibility where shoppers browse and buy.
- Walmart's audience is broad and diverse, and younger shoppers are an important part of that mix. Walmart is the top retail preference among Gen Z shoppers, reinforcing the retailer's relevance with emerging consumer segments.



Criteo to Manage Sales at More Retailers and Reach New Audiences

One third of the country's grocery shoppers now start their shopping journey online

CRITEO

SPONSORED PRODUCT, ONSITE DISPLAY & VIDEO ADS

- We will conduct a pilot test expanding into additional e-commerce platforms this year to increase reach across key retailers where consumers shop for Florida Orange Juice, using Criteo.
- Criteo reaches high-intent, incremental shoppers on retailer-specific apps and platforms.
- Some retailers are still maturing in the e-comm ads space, presenting an opportunity for more efficient sponsored product performance through lower competition and cost-per-click rates.
- Based on performance, we can determine if Walmart or Criteo is a better fit going forward

Walgreens · Albertsons · Costco Wholesale · freshdirect · BJ's · weis · giant eagle · Shipt · Winn-Dixie · meijer

Consumer

Social Media & Influencers



Consumer

Driving Demand Through Social Media by Inspiring Purchases

- Community management
- Creative content development
- Daily engagement
- Monthly editorial calendar
- Targeted paid support & optimizations
- Campaign launches & promotion support
- Recipes & application inspiration
- Health tips, facts & research
- Lifestyle content & trends
- Giveaways
- From the grove

50%

of consumers now use social media as a primary way to discover new brands and products.

45%

of consumers have purchased a product through social media platforms.

Create Authentic Content Through Influencer Partnerships to Inspire Purchase





@join_jules

COCKTAILS & MOCKTAILS

673k IG Followers



@runningonveggies

RUNNER & RECIPE CREATOR FOR ATHLETES

76k IG Followers



@alectreffs

PERFORMANCE

116K IG Followers



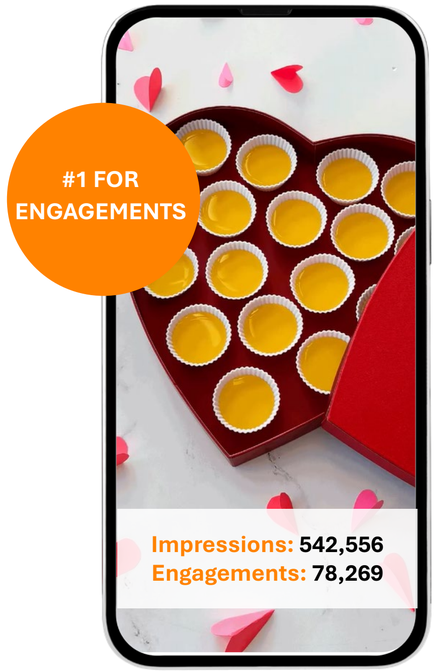
@emmanuel.duverneau

RECIPES

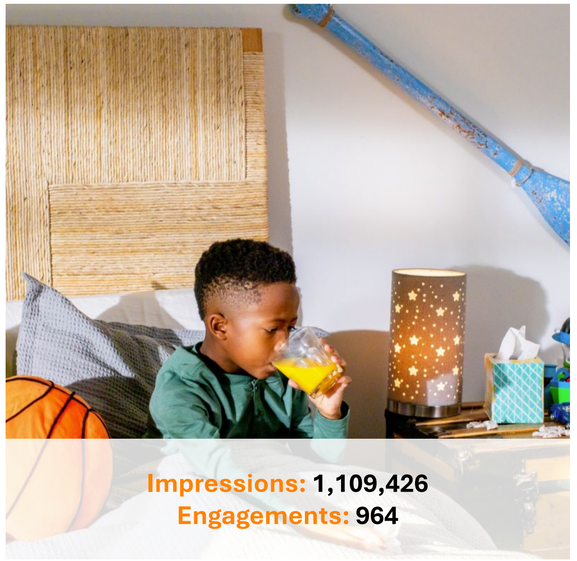
45K IG Followers

Content That Excels

- Fresh and irresistible recipe photography
- Short form video
- Scrappy content that feels relatable
- Lifestyle that feels “lived-in” and not overly styled







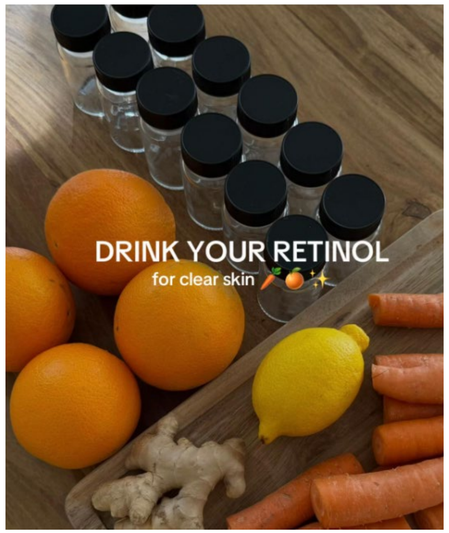




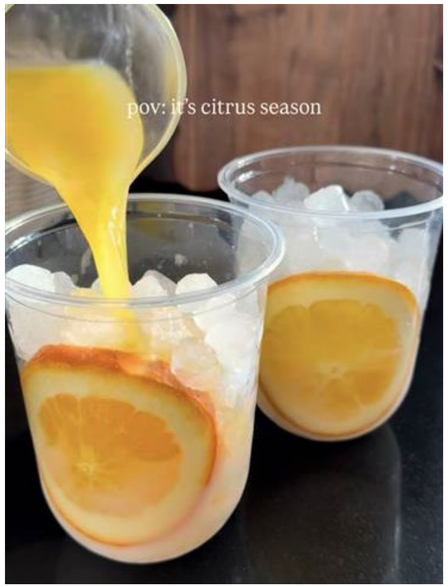


Leveraging UGC Platforms to Scale Authentic Content

- 79% of consumers say UGC highly impacts their purchasing decisions (Stackla)
- Leverage UGC platforms to build a library of cost-effective, on-brand content
- Recruit creators and provide coupons to buy orange juice to create recipe and health and fitness content
- This approach ensures authentic, real-life product usage and helps maintains control over key messaging







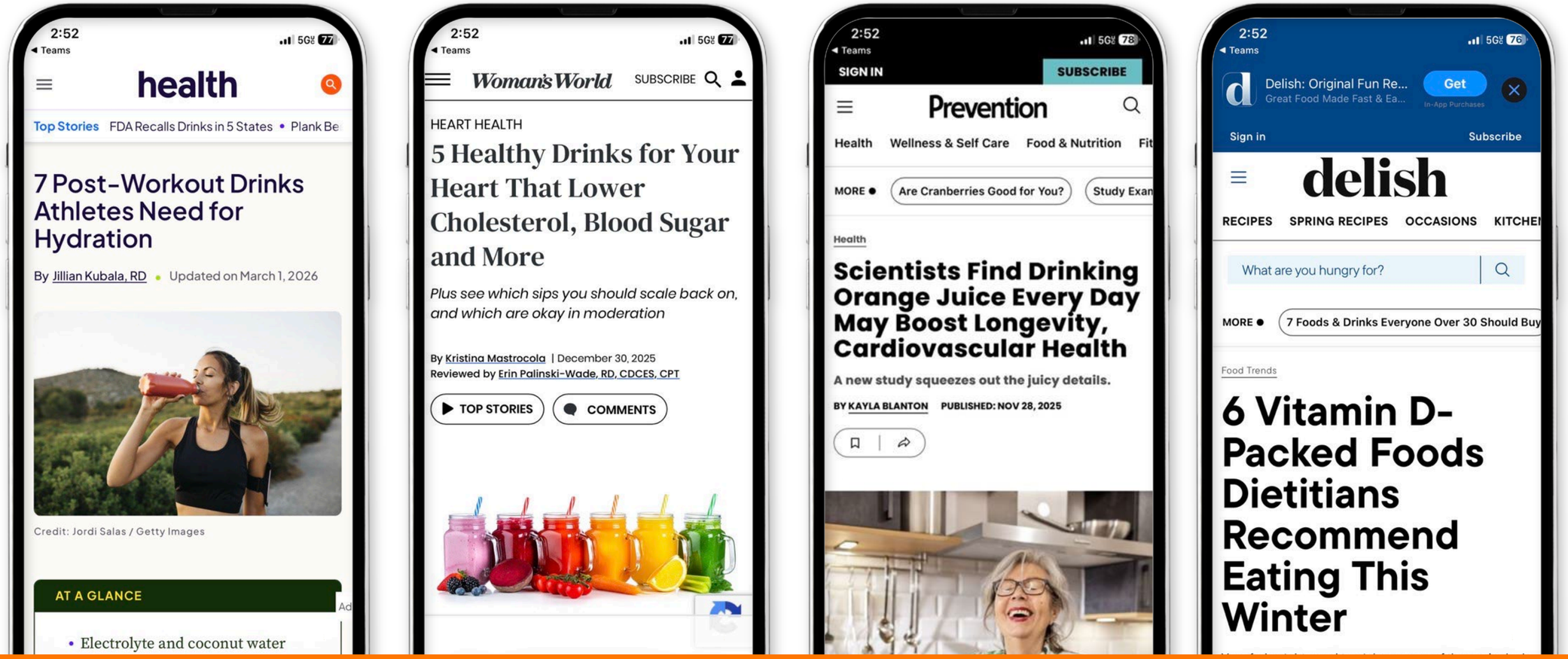


Consumer

Media Relations



Wins Worth the Squeeze for 100% Orange Juice

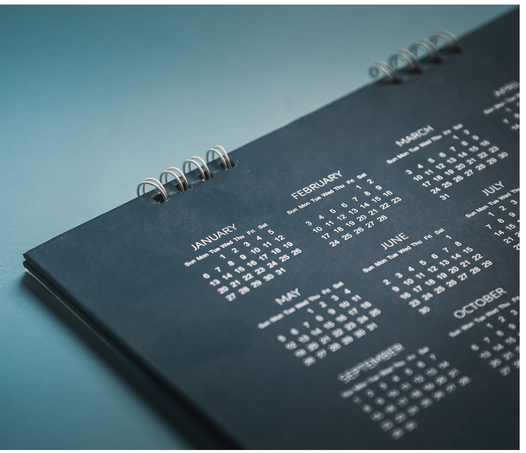


Reaching Over 3 Billion Readers & Viewers

Robust Outreach Strategy for Florida Orange Juice

EDITORIAL CONTENT CALENDARS

Pitch Angles, Themes & Opportunistic Media



CREDENTIALED EXPERTS

Registered Dietitians, Chefs & Florida Growers



EXPERIENTIAL MEDIA EVENTS

Florida Grove Event & 1:1 Tours

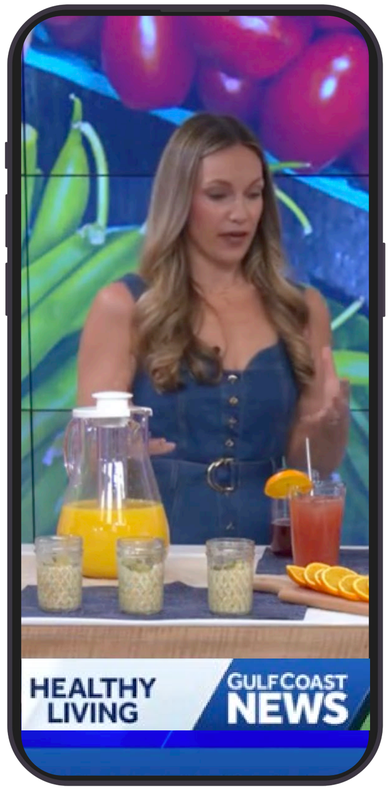


BUZZWORTHY CONSUMER PARTNERSHIPS

National Limited Time Offer, Tampa Bay Lightning



Expand RD Network to Maximize Media Opportunities







Prevention

Scientists Find Drinking Orange Juice Every Day May Boost Longevity, Cardiovascular Health



REAL SIMPLE

This Is the Healthiest Citrus Fruit You Can Eat, According to a Health Expert



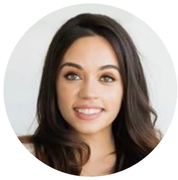
EatingWell

What Happens to Your Blood Sugar When You Drink Orange Juice



EatingWell

6 Ways to Get Enough Vitamin D Without Taking a Supplement, According to Dietitians



GOOD HOUSEKEEPING

11 Surprising Foods That Will Help Strengthen Your Bones

Trend-Tied Engagement Where Orange Juice Has Credible Nutrition Relevance

COGNITION



WOMEN'S HEALTH



PICKY EATING



FORTIFICATION



Media placements
Credible expert-led social content
Owned & partner newsletter amplification

Content that Coverts, Keeping Orange Juice Seasonally Relevant

BACK TO SCHOOL (JULY – SEPTEMBER)



- Send school germs packing with 100% orange juice
- Healthy school lunches your kids will love

HOLIDAY HOSTING (OCTOBER – DECEMBER)



- Holiday sip for everyone- zesty mocktails & cocktails
- Festive baking with the flavors of the season

HEART HEALTH (JANUARY – MARCH)



- Keep your resolutions fresh with 100% orange juice
- Celebrate American Heart Health Month with heart-focused recipes

SUMMER PERFORMANCE & HYDRATION (APRIL – JUNE)



- Hydration with a nutritious & delicious boost
- Put some zest into summer fitness routine

We'll Connect with Media Across the Entire Food Landscape

FOOD & LIFESTYLE

Tasting Table.
FOOD&WINE
GMA
TODAY
People
REAL SIMPLE
Parade
Southern Living
GARDEN&GUN
The New York Times
USA TODAY

HEALTH & NUTRITION

EAT THIS NOT THAT!
EatingWell
martha stewart
the kitchn
Health
Men's Health
Prevention
Women's Health
bon appétit

BUSINESS & LOCAL FLORIDA

WSJ
WINK
The Miami Herald
Tampa Bay Times
The Palm Beach Post
WESH 2
News Channel 8

NONCOMMERCIAL FOOD SERVICE

SCHOOL NUTRITION
FoodNavigator USA
ON-CAMPUS HOSPITALITY
prepared FOODS
BEVNET
FSD
FoodService Director
NOSH
producebusiness
FOOD MANAGEMENT
Food & Beverage Insider

Prioritize media reaching target consumer audiences

Reputation Management



2026-27 Priorities

WHAT WE'RE ADDING



Amplify Response Efforts



Media & Messaging Coaching



Tabletop Issues Simulation



AI Monitoring & Response



Generative Engine Optimization (GEO)

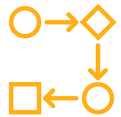
WHAT WE'RE RETAINING



Around-the-clock Monitoring



Playbooks & Prepared Content



Process & Protocol

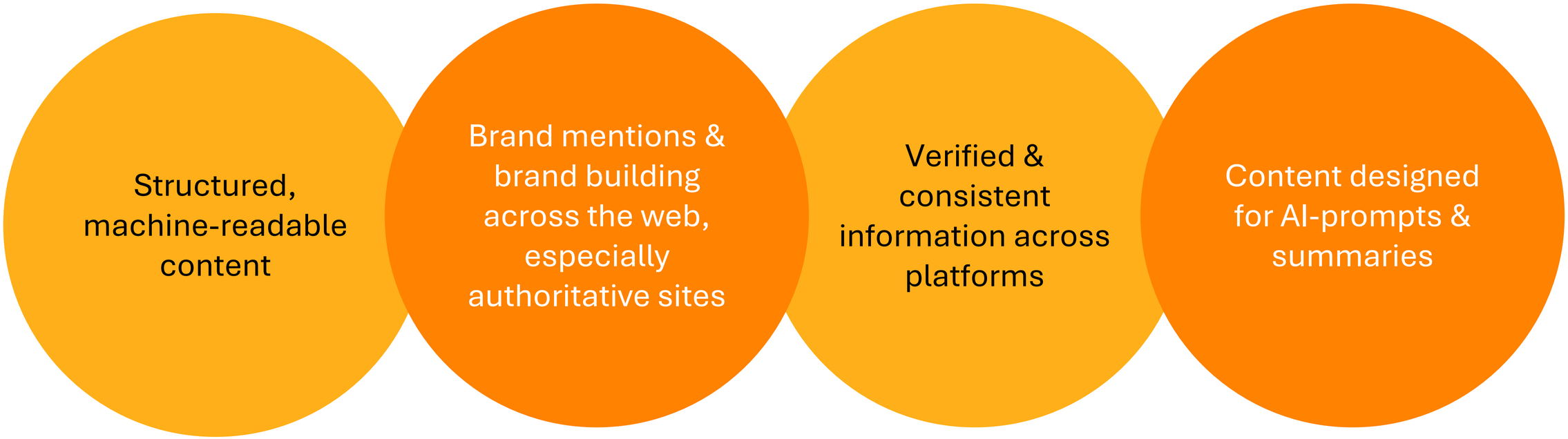


FCM Collaboration

With AI influencing the way people search, we need to focus on additional optimization opportunities.

Ensure the right messaging about Florida Orange Juice and fresh citrus is showing up across ChatGPT, Google Gemini, Claude, Perplexity and Grok by shaping our content strategically.

GEO ESSENTIALS:

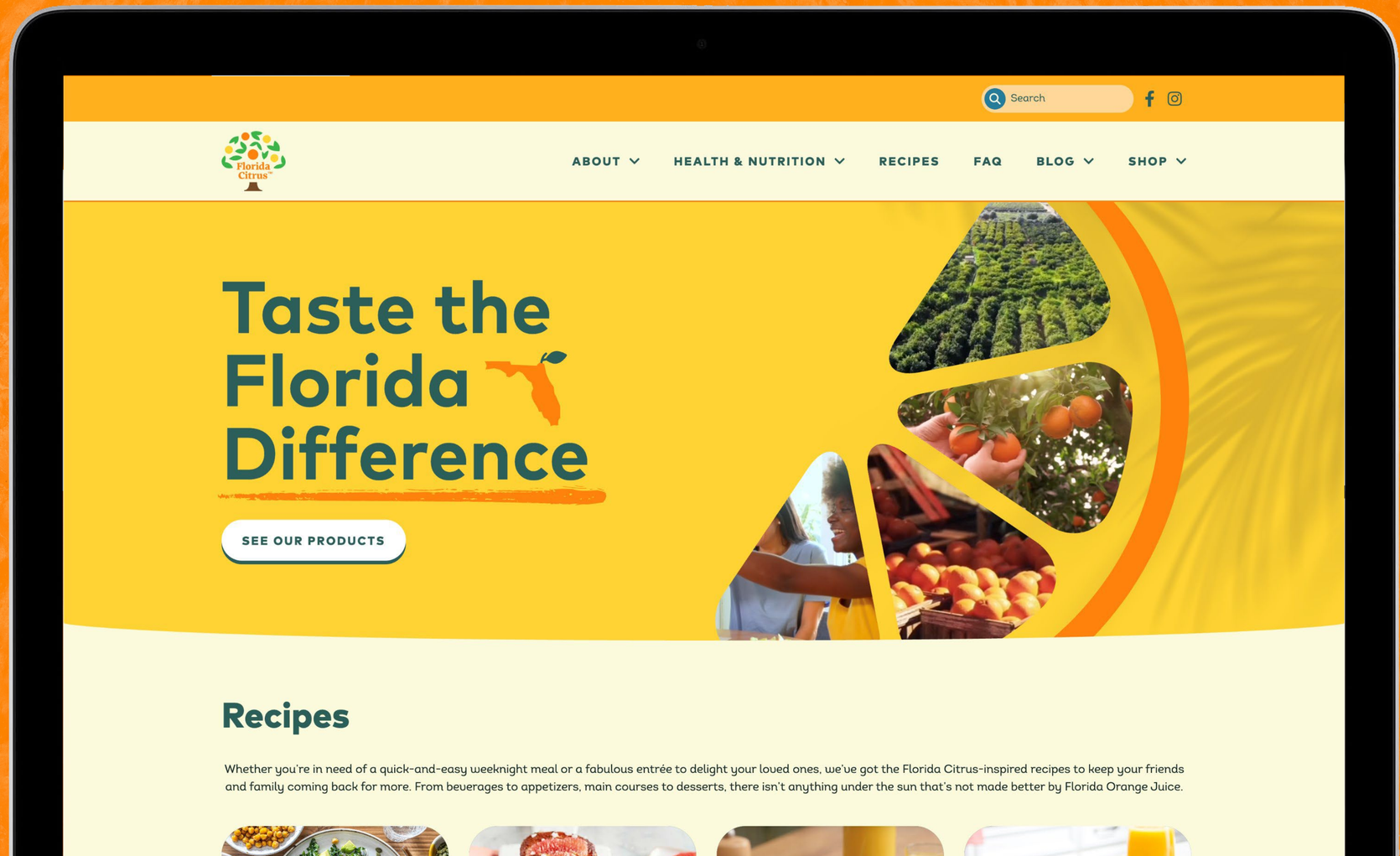


Consumer

Website

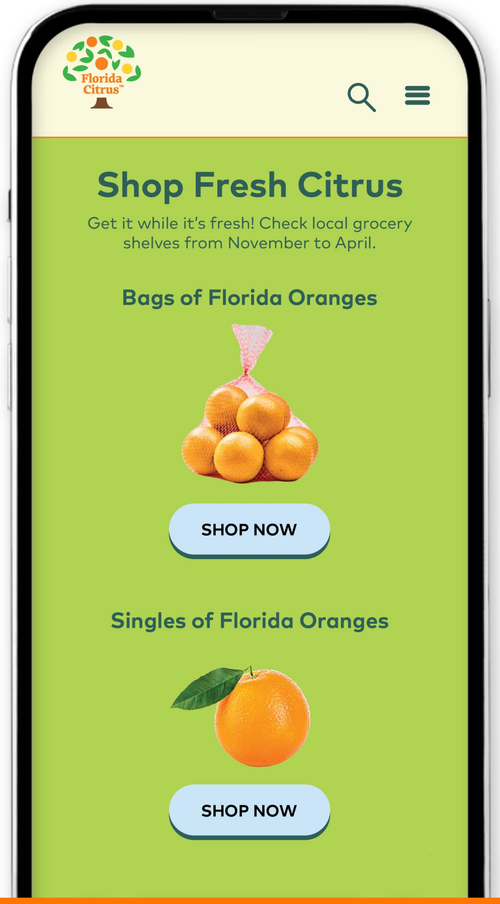


Building Upon the New & Improved FloridaCitrus.org

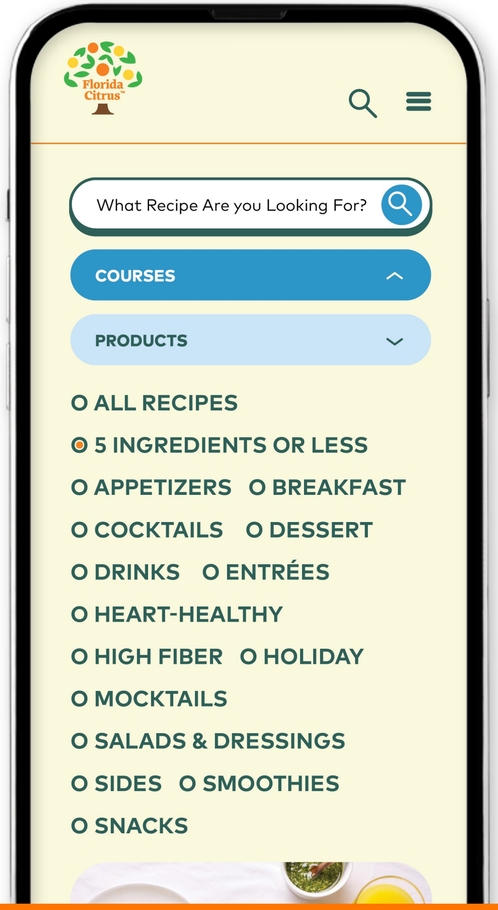


Consumer

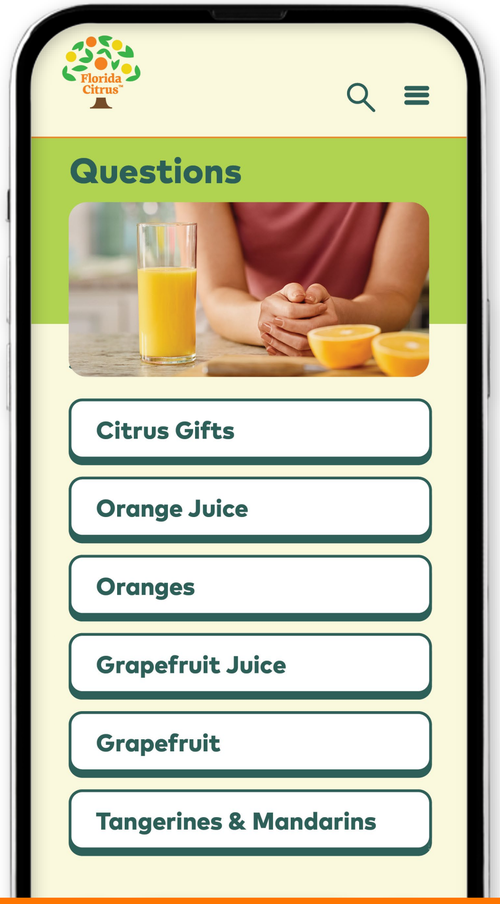
Website Management & Enhancements: FY26-27 Recommendations & Discussion



FRESH CITRUS UPCS



RECIPES EXPERIENCE



FAQ EXPANSION



BLOG PAGE UPDATES

Consumer

Website Management & Enhancements: FY26-27 Recommendations & Discussion

Reusable On-Page Calls-to-Action

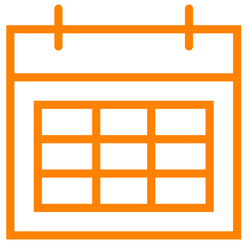


Ongoing Technical Maintenance

Blog: FY26-27 Recommendations & Discussion

Nearing 12 months since launch, FDOC has maintained its content cadence, stayed nimble to timely needs and successfully engaged its audience.

Monthly Calendar

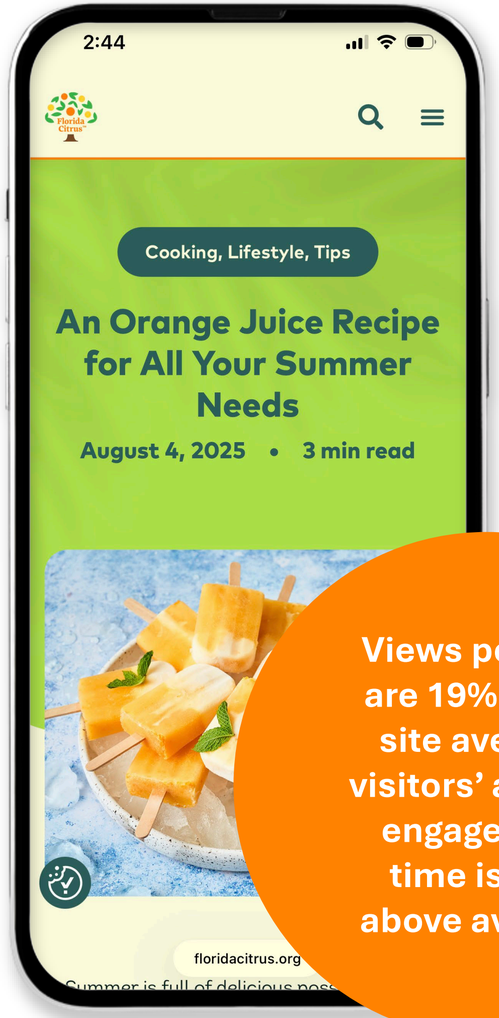


Trends Research



Targeted Topics & Content Strategies





Views per user are 19% above site average; visitors' average engagement time is 91% above average.

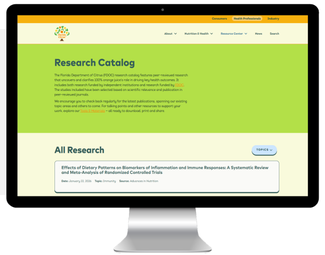
Reaching Health Professionals



Turning Health Pros into Informed Advocates

1 Lay the Foundation

3 Build Trust & Provide Credible Resources



5 Secure Media Coverage

2 Cultivate Relationships

Academy of Nutrition and Dietetics
FNCE 2026
Food & Nutrition Conference & Expo
San Antonio, TX | October 24-27

4 Nurture Advocates



EatingWell
What Happens to Your Blood Sugar When You Drink Orange Juice

Prevention
Scientists Find Drinking Orange Juice Every Day May Boost Longevity, Cardiovascular Health

GOOD HOUSEKEEPING
11 Surprising Foods That Will Help Strengthen Your Bones

Health Pro

Health Professionals Program Snapshot

OBJECTIVE: Promote the nutritional benefits of 100% orange juice and its role in overall wellness, while building credibility through evidence-based education and health professional engagement to inspire trust and drive recommendations.

KEY AUDIENCES

HEALTH PROFESSIONALS (PRIMARY)	CONSUMERS

ALWAYS ON

Health Pros Website	Content & Resource Development	FLOJ Squad	HP/KOL Engagement	Nutrition Conferences	Messaging Insights

CORE HEALTH CAMPAIGNS

IMMUNITY
November/December



HEART HEALTH
February



PERFORMANCE
May/June



HEALTH & WELLNESS
Ongoing



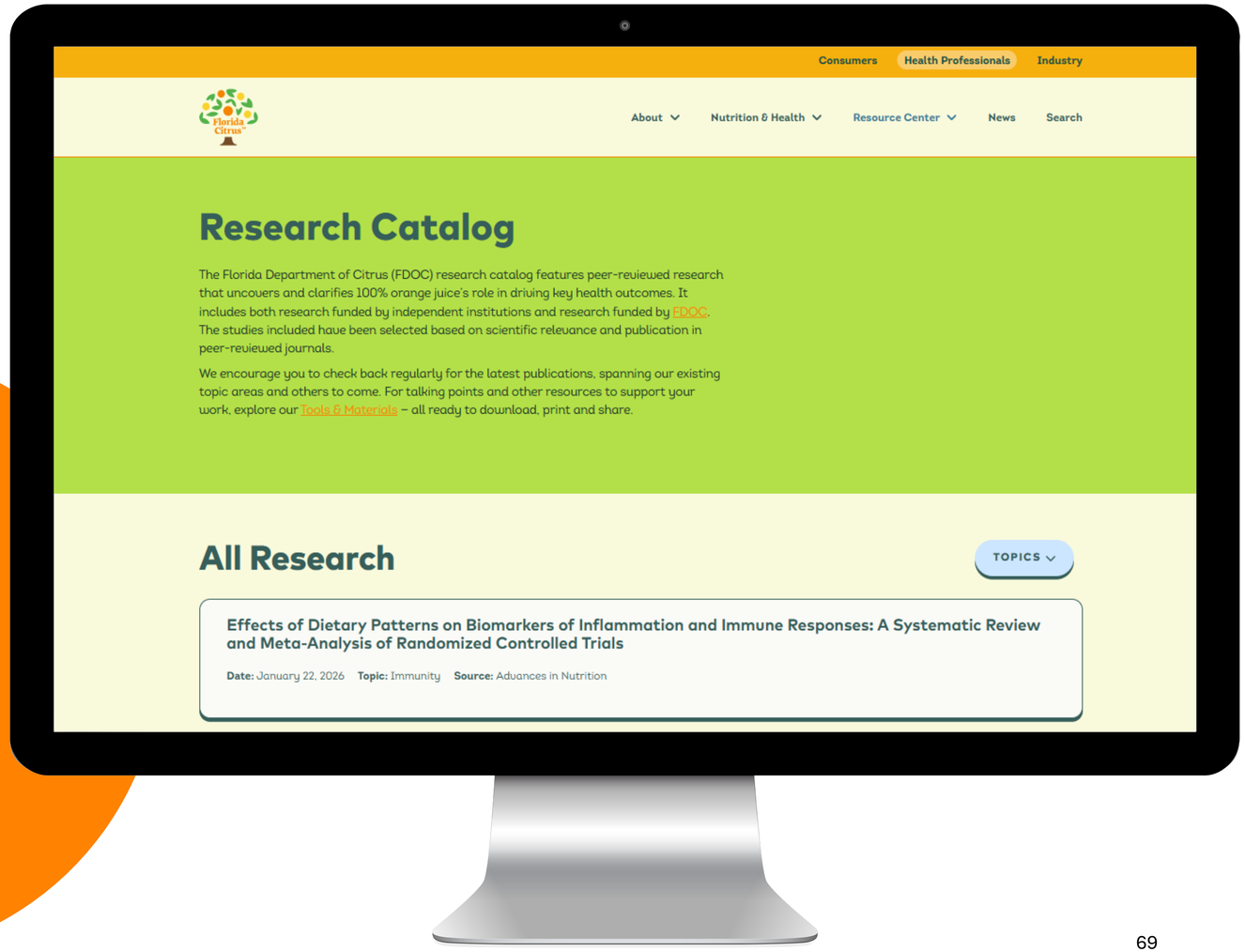
MEASUREMENT & EVALUATION

Equipping Health Pros with Tools to Recommend 100% Orange Juice

EXPAND OFFERINGS FOR HEALTH PROFESSIONALS

- Toolkits
- Research Catalog
- Continuing Education Opportunities
- Recipe Hub
- Frequent Touchpoints

Support Health Pros with insight and easy-to-use tools that help them and Florida Citrus.

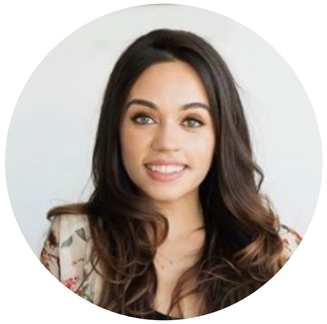


Mobilizing Trusted Experts to Amplify Health & Wellness Messaging

A strategic network of credentialed health professionals who amplify the health and wellness benefits of Florida Orange Juice.

KEY ACTIVATIONS

- Earned media placements
- Social and content partnerships
- Expert spokesperson engagement
- Organic content shared through expert channels
- Insights and feedback to inform ongoing strategy



MASCHA DAVIS, MPH, RDN
IMMUNITY/GENERAL H&W



ALEX TURNBULL, MS, RDN
IMMUNITY/WHOLE FAMILY



COLLEEN SLOAN, PA-C, RD, LDN
IMMUNITY/HEART



MARIE SPANO, MS, RD, CSSD, CSCS
PERFORMANCE

Building Credibility & Connections with HPs and KOLs

Drive inclusion of 100% orange juice in nutrition recommendations and guidelines by nurturing advocates to champion its nutrient density and role in healthy diets.

HOW WE GET THERE

- Share the latest scientific research to build credibility
- Uncover barriers and refine messaging
- Equip HPs with tools to enable confident recommendations
- Amplify and scale advocacy

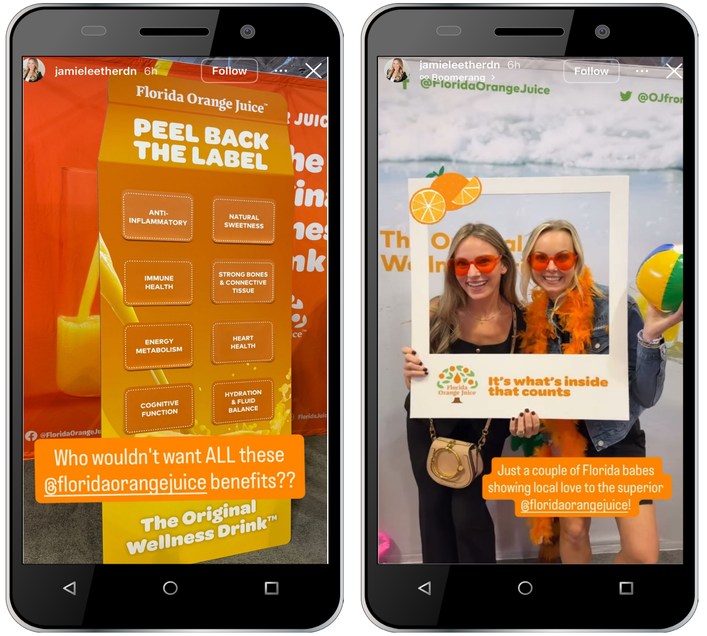
Academy of Nutrition and Dietetics

FNCE® 2026

Food & Nutrition Conference & Expo®

San Antonio, TX | October 24-27





American Heart Association®

Driving Relevance Through 100% Orange Juice's Role in Key Health Moments



IMMUNITY



HEART HEALTH



PERFORMANCE

Further Demonstrate Orange Juice as a Nutrition Tool to Help Meet Consumer Needs

Women's Health | Cognition | Fortification | Picky Eating | Culinary Application

Health Pro

Credible Education, Expert Partnerships & Always-On Engagement

PARTNERSHIPS

AAPA

SmartBrief

·A·S·P·D·A·
FUELING VICTORY®

Sports & Human Performance Nutrition
a dietetic practice group of the
eat right. Academy of Nutrition and Dietetics

CONTENT

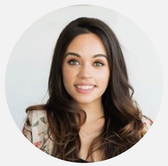
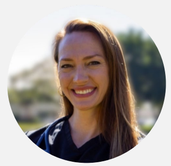


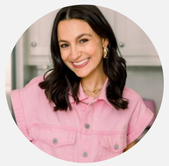


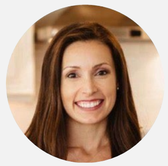
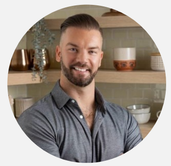




AMPLIFICATION



SHAPE REAL SIMPLE GOOD HOUSEKEEPING Health EatingWell Prevention

2026-2027 Activation Timeline

July | August | September | October | November | December | January | February | March | April | May | June

TIMELY ACTIVATIONS: HEALTH & CONSUMER PROGRAMMING

- Partnership: Tampa Bay Lightning
- Media Relations: Grove Event 2.0
- Media Relations: 1:1 Tours (TBD)
- Media Relations: 1:1 Tours (TBD)
- Media Relations: LTO (TBD)
- Health Pros Focus: FNCE
- Health Pro Focus: Immunity
- Health Pro: Heart Health
- Health Pro: Performance

ALWAYS-ON PROGRAMMING

Digital Advertising

- E-Commerce: Instacart, Walmart Connect, Criteo
- Social: Facebook and Instagram, Pinterest
- Connected TV, Native Amplification, Online Videos, Digital Display, Paid Search

Social Media & Influencers

Media Relations & Reputation Management

Health Professionals & Supporting Health Research

Website & Blog

Grapefruit

FY26-26 Domestic Grapefruit Juice Program



Unlocking Everyday Versatility to Drive Florida Grapefruit Juice Sales



GOAL

Drive awareness, consideration and purchase of Florida Grapefruit Juice among target audience.



STRATEGY

Position Florida Grapefruit Juice as a bold and versatile beverage that brings a refreshing and healthy edge to daily routines.



AUDIENCE

- Ages 35 to 65, higher-income skew
- Premium, low-frequency household replenishment buyer
- Purchases are part of broader meal-prep and home-management routines
- Shops in-stores, but comfortable with online shopping

FY26-27 Florida Grapefruit Juice

Core Campaign Activities & Partnerships



E-commerce & Retail Promotions



Influencer



Social Media

Always-On Timing: July 26' - June 27'

instacart


FY26-27
Domestic
Fresh Citrus
Program

What We Heard from the Industry

Feedback reinforced a clear need to rebuild demand, visibility and confidence in Florida fresh citrus.

- Declining presence at retail, with Florida Citrus increasingly replaced by competitors
- Consumer misconceptions around appearance, quality and availability
- Reduced promotional investment impacting awareness and category support
- Strong interest in a Florida-first approach to reconnect consumers and retailers with the value of Florida Citrus

These challenges point to the need for stronger consumer demand to support retailer confidence and long-term value.



Strengthening Value for Florida Fresh Citrus

Build awareness of Florida Citrus availability while strengthening how it is perceived, chosen and valued by consumers.

Support a more consistent and compelling presence in-store and across the consumer journey.



Driving Demand Requires Engaging Multiple Audiences Across the Full Ecosystem

PRIMARY AUDIENCES

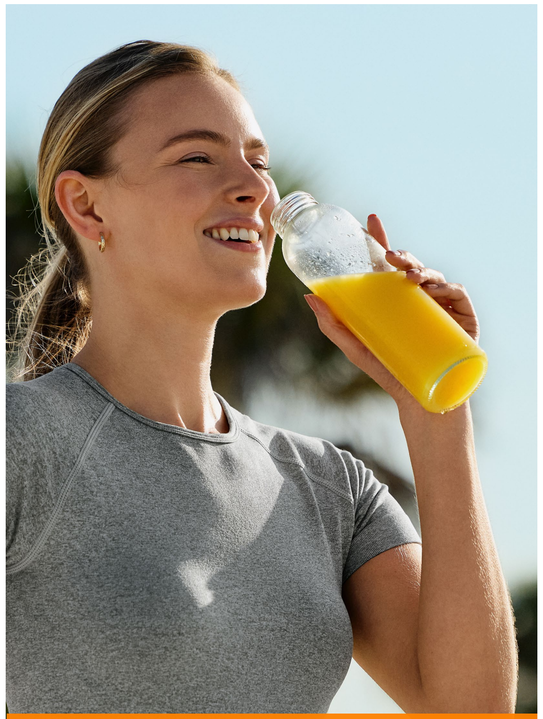
SECONDARY AUDIENCE



RETAIL



FOODSERVICE



CONSUMER

Distinct Campaigns Across Shared Channels

As we move into each program, you'll see distinct creative platforms and messaging approaches tailored to the role of each fruit.

While some tactics and channels may overlap including retail media, e-commerce and trade engagement, each program maintains its own unique positioning, creative expression and shopper focus.



Fresh Orange

FY26-27 Domestic Fresh Orange Program



Strategic Priorities for Fresh Orange

- Strengthen retailer engagement through trade outreach and retail education
- Increase retail visibility and shopper conversion for Florida Fresh Oranges
- Reinforce confidence in Florida orange quality, flavor and value
- Educate shoppers around weathered fruit and “inside quality”
- Drive household trial and repeat purchase through schools and community sampling



Reinforcing Florida Fresh Oranges as the Everyday Essential



GOAL

Drive visibility, household purchase and retail movement for Florida Fresh Oranges by reinforcing confidence in Florida-grown quality and everyday relevance



STRATEGY

Position Florida Fresh Oranges as the trusted everyday choice known for exceptional flavor, juiciness and quality from the inside out.



AUDIENCE

- Gen Z and Millennial parents aged 18-34, high index towards women managing the household
- Mid-to-higher income households
- Frequent, stock-up buyer

Fans of the Florida Oranges

The Florida Oranges. Is that a new indie rock band? A minor league hockey team? Nope, the Florida Oranges are just that: the juiciest, most delicious oranges on the market with fans from coast to coast. Those that know *know* there's no substitute. Fans of the Florida Oranges *absolutely love them* and aren't afraid to let you hear about it.

Fresh Orange


















FLORIDA ORANGES FAN CLUB
In season & In stock
Florida Citrus
#1


Florida Citrus
THE JUICE IS WORTH THE SQUEEZE
Florida Oranges aren't always the prettiest, but they're ideal for juicing (and eating!) due to their high juice volume and incredible flavor.

10:30

Linked in

floridacitrus



The Florida Oranges are on tour, selling out produce aisles from coast to coast. No venue is too small or too big. Just make sure you have plenty in stock.

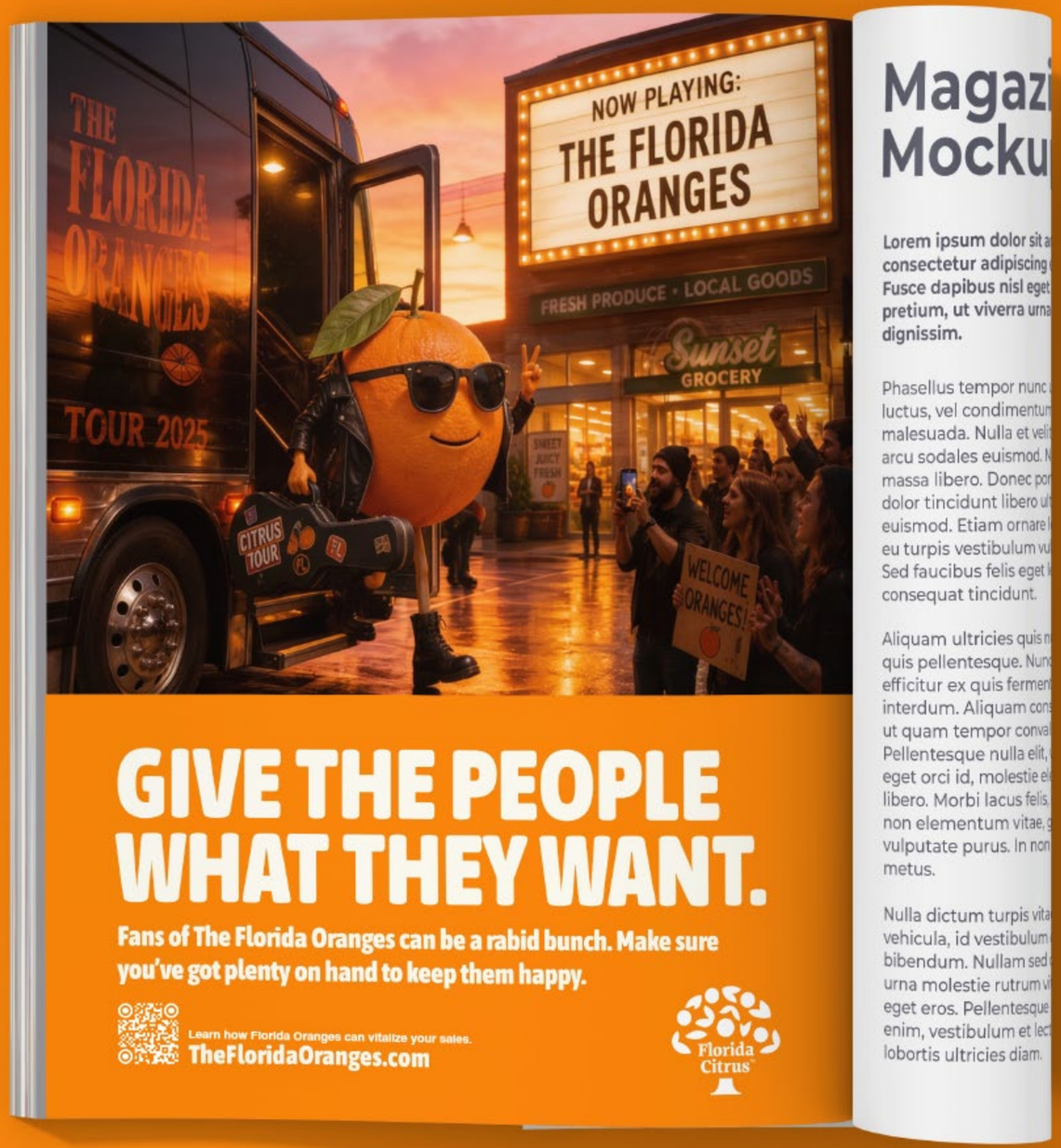
10:30

Linked in

floridacitrus



Fans of the Florida Oranges are out in droves. Put them on your schedule and see what kind of attendance you get in your produce aisle.


NOW PLAYING:
THE FLORIDA ORANGES
THE FLORIDA ORANGES
TOUR 2025
FRESH PRODUCE · LOCAL GOODS
Sunset GROCERY
CITRUS TOUR
WELCOME ORANGES!
GIVE THE PEOPLE WHAT THEY WANT.
Fans of The Florida Oranges can be a rabid bunch. Make sure you've got plenty on hand to keep them happy.
Learn how Florida Oranges can vitalize your sales.
TheFloridaOranges.com
Florida Citrus
Magazi
Mocku
Lorem ipsum dolor sit a
consectetur adipiscing
Fusce dapibus nisl eget
pretium, ut viverra urna
dignissim.
Phasellus tempor nunc
luctus, vel condimentur
malesuada. Nulla et veli
arcu sodales euismod. N
massa libero. Donec por
dolor tincidunt libero ul
euismod. Etiam ornare
eu turpis vestibulum vu
Sed faucibus felis eget
consequat tincidunt.
Aliquam ultricies quis n
quis pellentesque. Nunc
efficitur ex quis fermen
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metus.
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vehicula, id vestibulum
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urna molestie rutrum vi
eget eros. Pellentesque
enim, vestibulum et lec
lobortis ultricies diam.


10:30
LinkedIn
floridaorangejuice
FANS OF FLORIDA ORANGES MEAN BUSINESS.
When the Florida Oranges are in stock, word gets around quickly. Because fans know the Florida Oranges are the juiciest oranges on the market. Now book 'em in your market.

Why it Works

Centers the orange as the champion of all fruits, with a legion of fans all over the world.





FY26-27 Fresh Orange Plan

Core Campaign Activities and Partnerships



Creative Content Development



Influencer & Social Media



Media Relations &
Crisis Communications



E-commerce, Display
& Retail Promotions



Youth & Community Trial
& Education

GENYOUth

food network

COSTCO WHOLESALE

instacart

GROCERY DIVE

Performance Marketing, Retail & Paid



Video ads and sponsored product on Instacart to drive from awareness to purchase

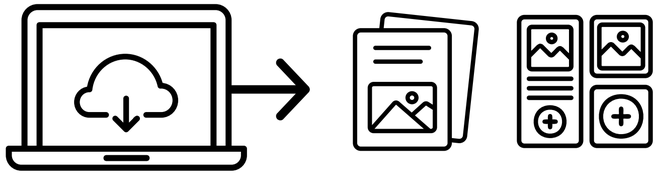
Progressive GROCER · THE PACKER · GROCERY DIVE · TODAY'S GROCER



Trade media and LinkedIn to reach retailer audiences



Costco print advertising



Retail toolkit with downloadable marketing assets (educational materials, social calendars, shelf talkers, bin wraps, etc.)



In-store demos (e.g., Walmart Kroger, Whole Foods, Target, Albertsons, Meijer, Costco)



Facebook and Instagram to engage consumers

Targeting Retail Professionals Through Education

Educate and inspire retail professionals to increase purchase of fresh Florida Oranges by highlighting category value, consumer demand and merchandising opportunities:

LEAD GENERATION CAMPAIGN:
Custom Content for Retail Professionals

GROCERY DIVE

ABM CAMPAIGN:
Digital Ad Campaign to Reach Retail Leads

EDUCATION:
Host Retail Industry Webinars

Florida Citrus Goes to School

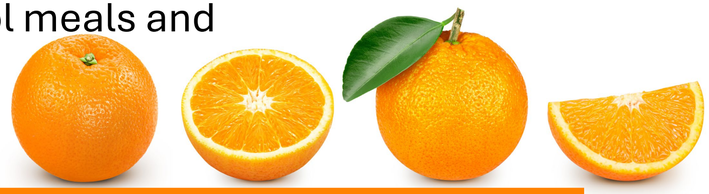
Partner with Action for Healthy Kids and GENYouth to create an awareness and activation initiative to increase positive perception and consumption of Florida Citrus.

Education & Awareness

- **Students & Families:** Actionable ways to increase fresh citrus intake at home
- **School Nutrition Professionals & Educators:** Tools to integrate citrus into meals, snack programs and wellness initiatives
- **Schools & Districts**: Turnkey resources to reinforce campaign messaging consistently over time

Targeted School Activations

- **Mini-grants** to promote:
  - Student taste tests and cafeteria promotions in support of product sampling
  - Enhanced school foodservice equipment for expanded use of Florida Citrus in school meals and snacks



IMPACT:

50,000 schools
Representing 30M+ youth and families to receive educational resources

75% of students
Per participating school district to pursue continued consumption of Florida Citrus

15% increase
In awareness for students within targeted school districts

Fresh Grapefruit

FY26-27 Domestic Grapefruit Program



Strategic Priorities for Fresh Grapefruit

- Increase retail visibility and shopper conversation
- Rebuild relevance with modern consumers
- Expand usage occasions beyond traditional breakfast moments
- Encourage rediscovery through culinary, lifestyle and social inspiration
- Support volume movement across retail and foodservice channels



Expanding Usage and Relevance for Florida Fresh Grapefruit



GOAL

Drive awareness, consideration and purchase of Florida fresh grapefruit by increasing relevance, expanding usage occasions and supporting retail movement.



STRATEGY

Reposition Florida fresh grapefruit as a flavorful, modern and versatile choice that elevates meals and occasions while encouraging rediscovery among today's consumers..



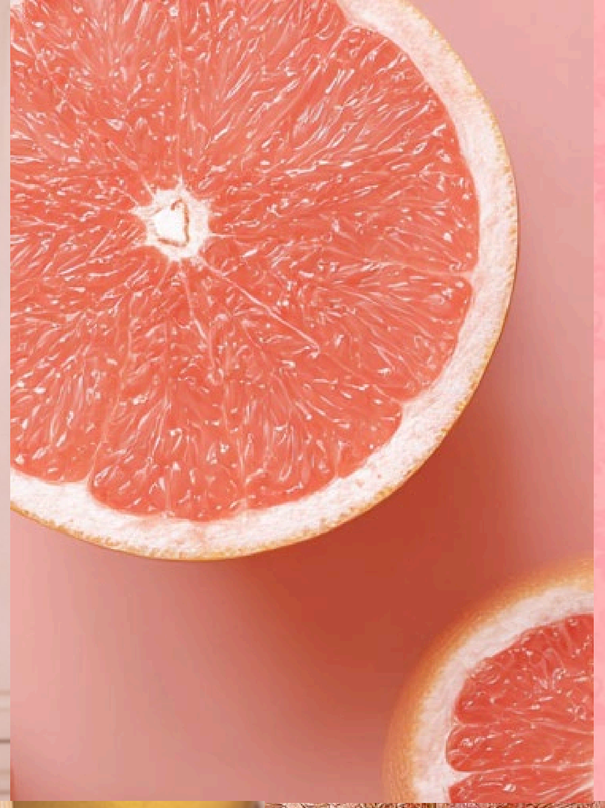
AUDIENCE

- Age 35-65, higher income skew
- Premium, low frequency buyer, mostly in store but comfortable online
- Integrated into meal prep and home routines
- Support current buyers while engaging younger consumers and parents through more modern, elevated usage occasions

This calls for Florida Grapefruit

To love Florida Grapefruit is to know that every moment is made better by its very presence. An everyday breakfast is instantly made more memorable when Florida Grapefruit is introduced. Normal recipes become elevated and cocktails and mocktails with Florida Grapefruit have that little something special. Make every moment a little more memorable with the exceptional and elegant Florida Grapefruit.







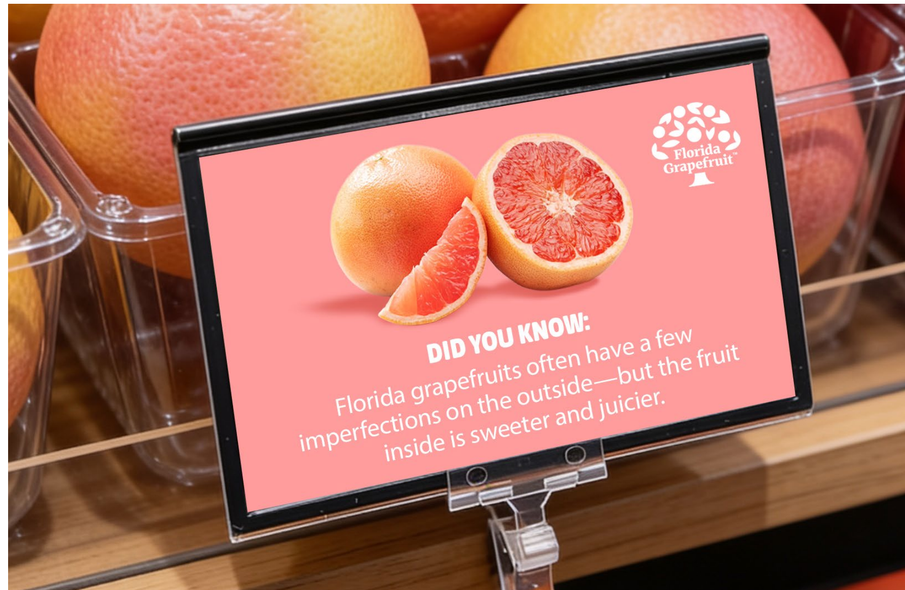







CELEBRATING SOMETHING SPECIAL?
This calls for Florida Grapefruit.
In season & In stock
Florida Grapefruit™


CREATE SOMETHING SPECIAL
with Florida Grapefruit
In season & In stock
Florida Grapefruit


Florida Grapefruit
DID YOU KNOW:
Florida grapefruits often have a few imperfections on the outside—but the fruit inside is sweeter and juicier.

10:30

LinkedIn

floridagrapefruitus



Easy to peel, easy to juice and even easier to love. Florida Grapefruit is unique it its ability to make real magic in the kitchen.

10:30

LinkedIn

floridagrapefruitus



Florida has all the ingredients—the right soil, the right sunshine—to grow the tastiest and juiciest grapefruit. And Florida Grapefruit is the ideal ingredient to to make a routine meal something extra special.



Mag
Moc

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Why it Works

Raises the bar for grapefruit, demonstrating the path from ordinary to extraordinary.





FY26-27 Florida Grapefruit Plan

Core Campaign Activities & Partnerships

Creative Content Development

E-commerce, Display & Retail Promotions

Influencer & Social Media

Media Relations & Crisis Communications

College Nutrition & Foodservice

Retail, E-commerce, Performance & Trade Media

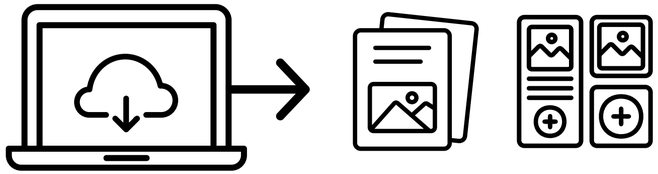


Instacart to drive from awareness to purchase

Retail toolkit with downloadable marketing assets (educational materials, shelf takers, editorial calendars)



Costco print advertising





In-store demos (e.g., Walmart Kroger, Whole Foods, Target, Albertsons, Meijer, Costco)



Facebook and Instagram to engage consumers

College Dining Channels to Drive Fresh Grapefruit Trial & Consumption

Geofence Menus of Change network to reach operators shaping healthier menus

UF | UNIVERSITY of FLORIDA



NACUFS



ALIGN WITH FOODSERVICE OPERATORS & DRIVE CONSUMPTION AT SCALE

Partner with the University of Florida dining operations to provide and promote fresh Florida Grapefruit across campus dining rooms.

UF is a land-grant university and stives to buy/serve as much food product from Florida as possible.

SCALE & EDUCATION THROUGH RD NETWORKS

- Reach RDs and operators through national dining networks (e.g., NACUFS)
- Inspire menu development and nutrition messaging
- Extend learnings across campuses

Tap RDs to Bring Credible Nutrition & Everyday Usage to Life





CHACHA MILLER, MS, RD, LDN
17K IG Followers



ALEX TURNBULL, MS, RDN
250K IG Followers



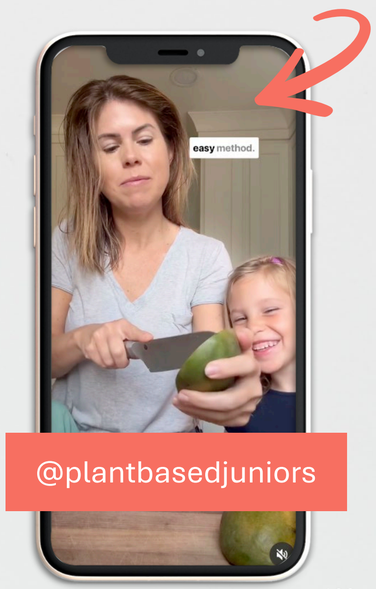
ALEX CASPERO, MA, RD
53K IG Followers



MARINA CHAPARRO, RD, CDCES
20K IG Followers



KACIE BARNES, MCN, RDN
519K IG Followers



Make Florida Grapefruit on Trend Through Partnerships with Engaging Lifestyle Influencers

- Engage lifestyle influencers to encourage use of Florida Grapefruit – in various applications, speaking to what makes it special
- Reposition Florida fresh grapefruit as a distinctive, feel-good choice that elevates everyday meals and occasions, making it a favorite for more intentional moments



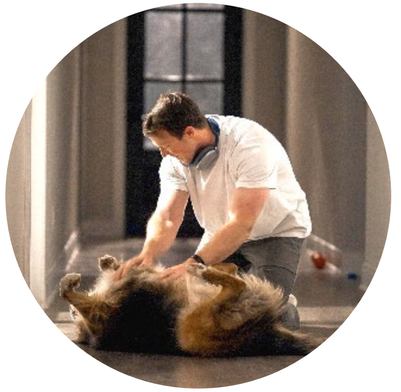
@ATHOMEWITHKIMMM



@KAYLASKITCHANDFIX



@VALERIETAIYLOR



@DAN.PATRICKK

Fresh Specialty

FY26-27 Domestic Fresh Specialty Program



Making Florida Specialty Citrus a Seasonal Must-Have



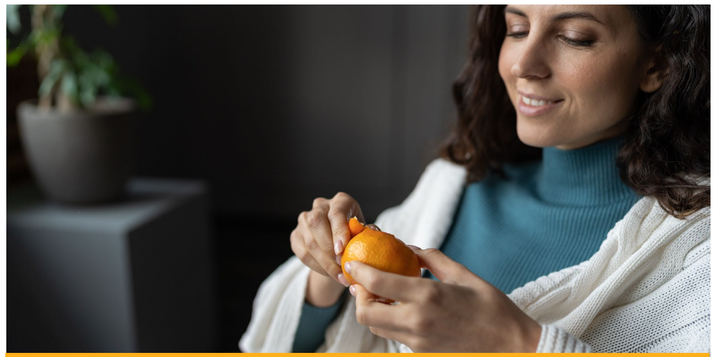
GOAL

Drive purchase of Florida specialty citrus by building seasonal excitement, anticipation and discovery.



STRATEGY

Position Florida specialty citrus as a limited-time seasonal favorite worth seeking out while available.



AUDIENCE

- Ages 25–44, younger family and lifestyle-focused skew
- Convenience-oriented snack and lunchbox shoppers
- Interested in fresh, easy, feel-good food choices
- More likely to engage with seasonal and discovery-driven products

FY26-27 Fresh Specialty Plan

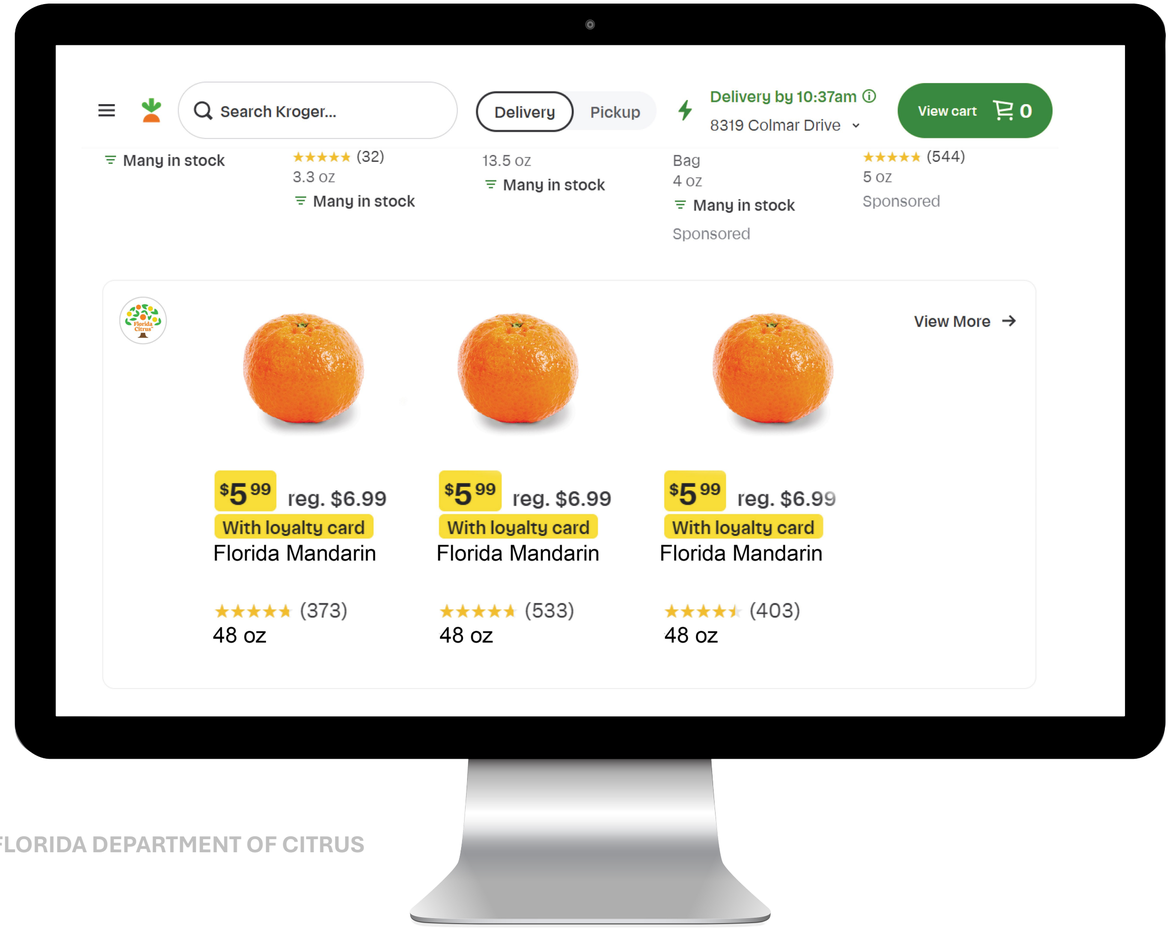
Core Campaign Activities & Partnerships

- Creative Content Development
- E-commerce
- Influencer
- Social Media
- Media Relations

instacart

Creating Seasonal Excitement for Fresh Specialty

Sponsored products, display and video ads to drive retail velocity during peak selling periods.



Build anticipation and seasonal excitement through social content, influencer partnerships and media relations that reinforce the limited-time nature of Florida Specialty Citrus.



Measuring Success

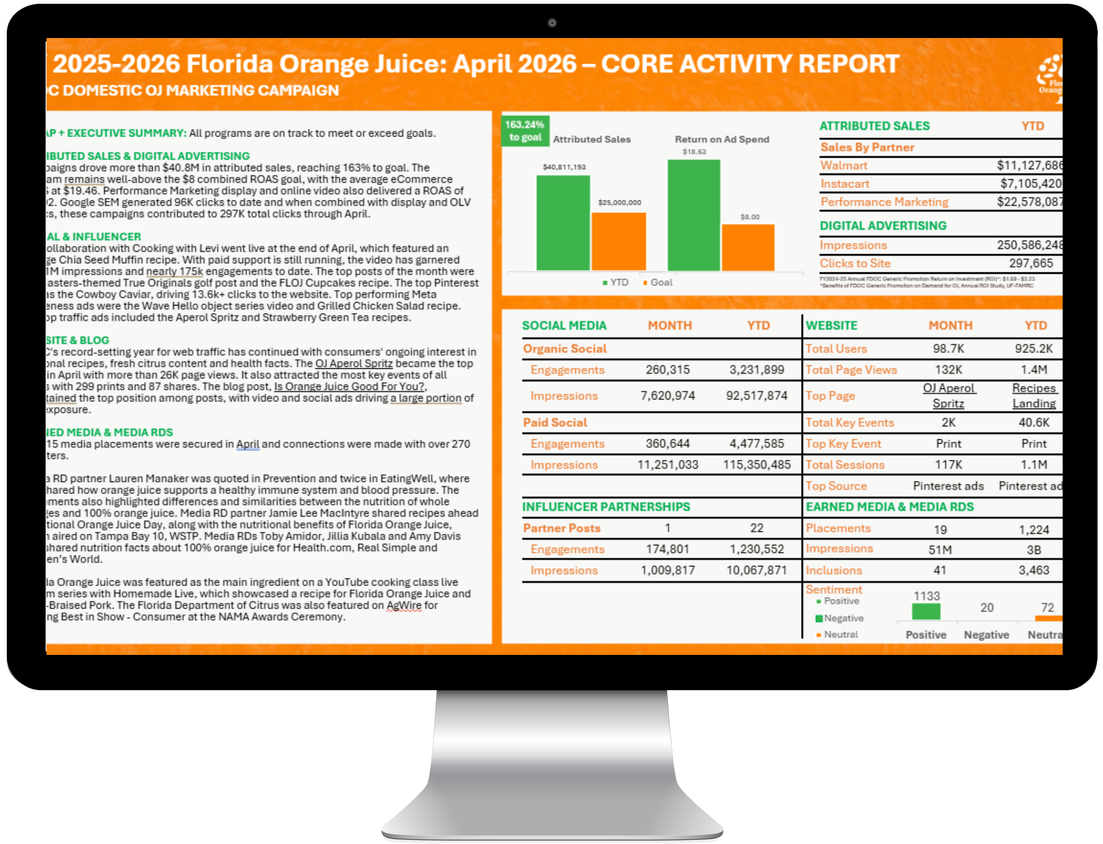


Measurement & Reporting

WEEKLY DASHBOARDS

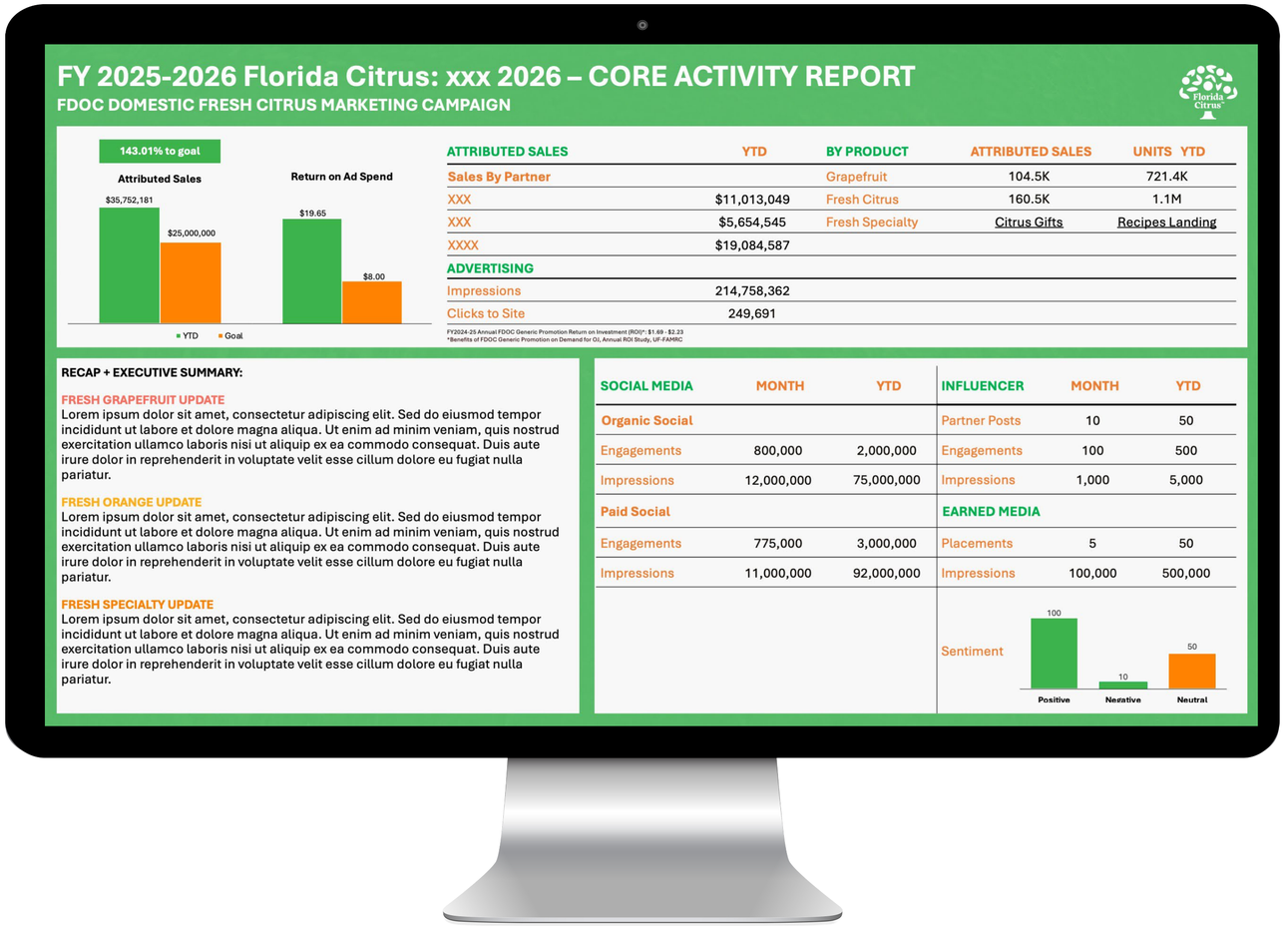


MONTHLY REPORTS



Fresh Citrus Measurement & Reporting

MONTHLY REPORTS



FY 2025-2026 Florida Citrus: xxx 2026 – CORE ACTIVITY REPORT

FDOC DOMESTIC FRESH CITRUS MARKETING CAMPAIGN

143.01% to goal

Attributed Sales

$35,752,181

$25,000,000

Return on Ad Spend

$19.65

$8.00

YTD Goal

ATTRIBUTED SALES	YTD
Sales By Partner	
XXX	$11,013,049
XXX	$5,654,545
XXXX	$19,084,587
ADVERTISING	
Impressions	214,758,362
Clicks to Site	249,691

FY2024-25 Annual FDOC Generic Promotion Return on Investment (ROI)*: $1.69 - $2.23
*Benefits of FDOC Generic Promotion on Demand for OJ, Annual ROI Study, UF-FAMRC

BY PRODUCT	ATTRIBUTED SALES	UNITS YTD
Grapefruit	104.5K	721.4K
Fresh Citrus	160.5K	1.1M
Fresh Specialty	Citrus Gifts	Recipes Landing

RECAP + EXECUTIVE SUMMARY:

FRESH GRAPEFRUIT UPDATE

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FRESH ORANGE UPDATE

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FRESH SPECIALTY UPDATE

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SOCIAL MEDIA	MONTH	YTD
Organic Social		
Engagements	800,000	2,000,000
Impressions	12,000,000	75,000,000
Paid Social		
Engagements	775,000	3,000,000
Impressions	11,000,000	92,000,000

INFLUENCER	MONTH	YTD
Partner Posts	10	50
Engagements	100	500
Impressions	1,000	5,000
EARNED MEDIA		
Placements	5	50
Impressions	100,000	500,000

Sentiment

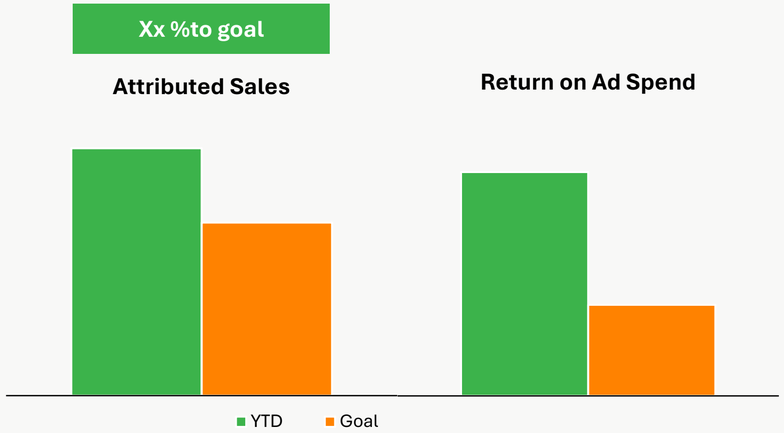
100 Positive

10 Negative

50 Neutral

FY 2025-2026 Florida Citrus: xxx 2026 – CORE ACTIVITY REPORT

FDOC DOMESTIC FRESH CITRUS MARKETING CAMPAIGN



ATTRIBUTED SALES	YTD
Sales By Partner	
XXX	$
XXX	$
XXXX	$
ADVERTISING	
Impressions	xx
Clicks to Site	xx

BY PRODUCT	ATTRIBUTED SALES	UNITS YTD
Grapefruit	xx	xx
Fresh Citrus	xx	xx
Fresh Specialty		

FY2024-25 Annual FDOC Generic Promotion Return on Investment (ROI)*: $1.69 - $2.23
*Benefits of FDOC Generic Promotion on Demand for OJ, Annual ROI Study, UF-FAMRC

RECAP + EXECUTIVE SUMMARY:

FRESH GRAPEFRUIT UPDATE

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FRESH ORANGE UPDATE

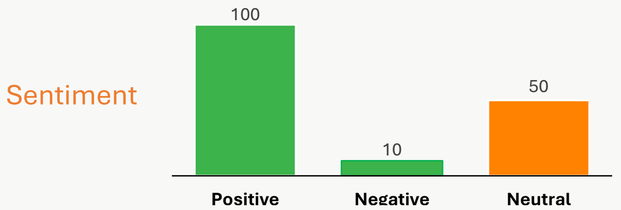
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FRESH SPECIALTY UPDATE

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SOCIAL MEDIA	MONTH	YTD
Organic Social		
Engagements	xx	xx
Impressions	xx	xx
Paid Social		
Engagements	xx	xx
Impressions	xx	xx

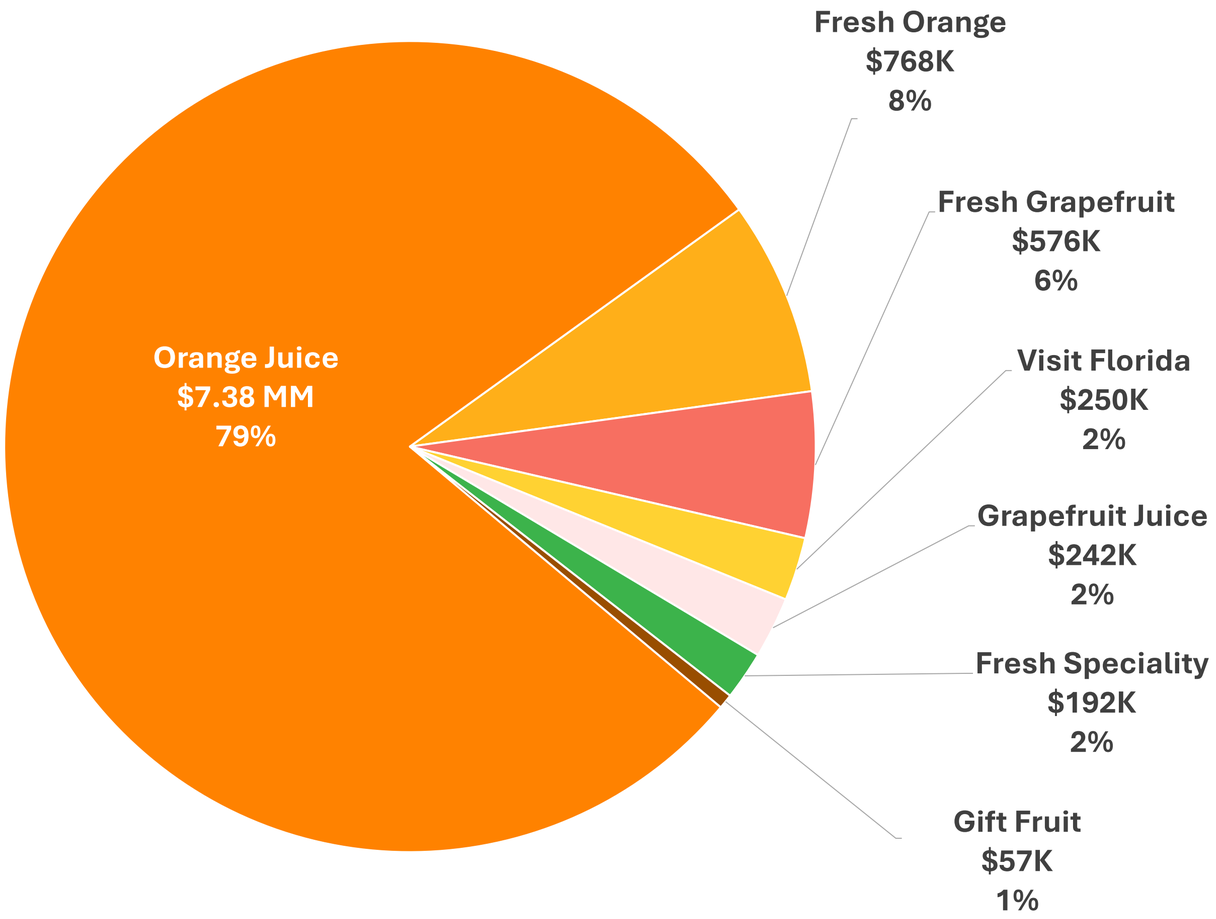
INFLUENCER	MONTH	YTD
Partner Posts	x	x
Engagements	x	x
Impressions	x	x
EARNED MEDIA		
Placements	x	x
Impressions	x	x



Budget



FY26-27
$10 MM Utilization



Orange Juice

Includes full program detailed above. Achieves attributed sales goal of $30-35 million.

Fresh Orange

COSTCO WHOLESALE · instacart · E-comm, Display & Retail Promos · Creative · Social & Influencer · Media Relations & Crisis Comms · Trade Advertising

Grapefruit Juice

ZETA · instacart · E-comm, Display & Retail Promos · Creative · Social & Influencer

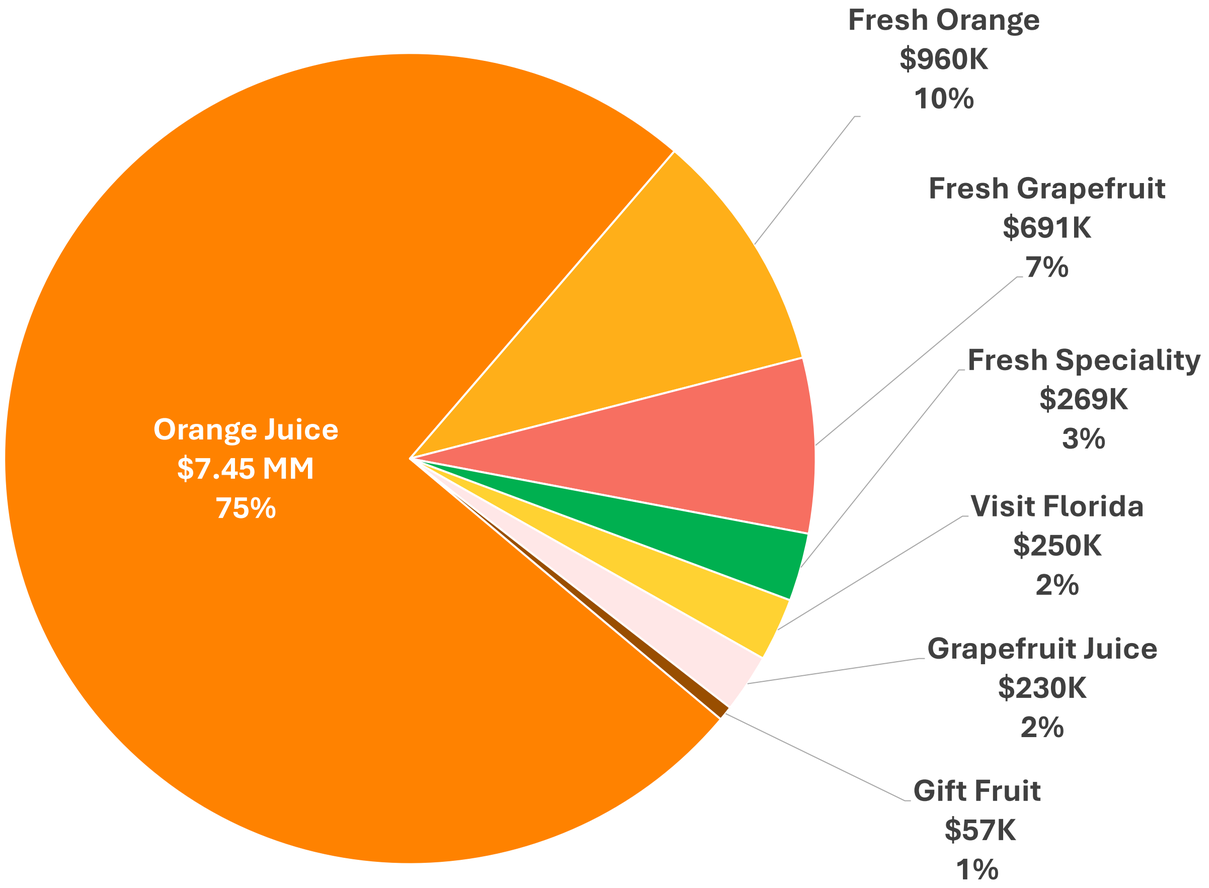
Fresh Grapefruit

COSTCO WHOLESALE · instacart · E-comm, Display & Retail Promos · Creative · Social & Influencer · Media Relations & Crisis Comms

Fresh Specialty

instacart · E-comm, Display & Retail Promos · Creative · Media Relations

FY26-27
80% OJ/20% Fresh



Orange Juice

Maintains attributed sales goal of $25-30 million from FY25-26.

Fresh Orange – Increased e-comm, retail promotions, trade engagement; added School Food Sampling

COSTCO WHOLESALE · Walmart Grocery · instacart · Trade Advertising · E-comm, Display & Retail Promos · Creative · Social & Influencer · Media Relations & Crisis Comms · Youth & Community Education

Grapefruit Juice – modest reductions across all programming

ZETA · instacart · Walmart Grocery · E-comm, Display & Retail Promos · Creative · Social & Influencer

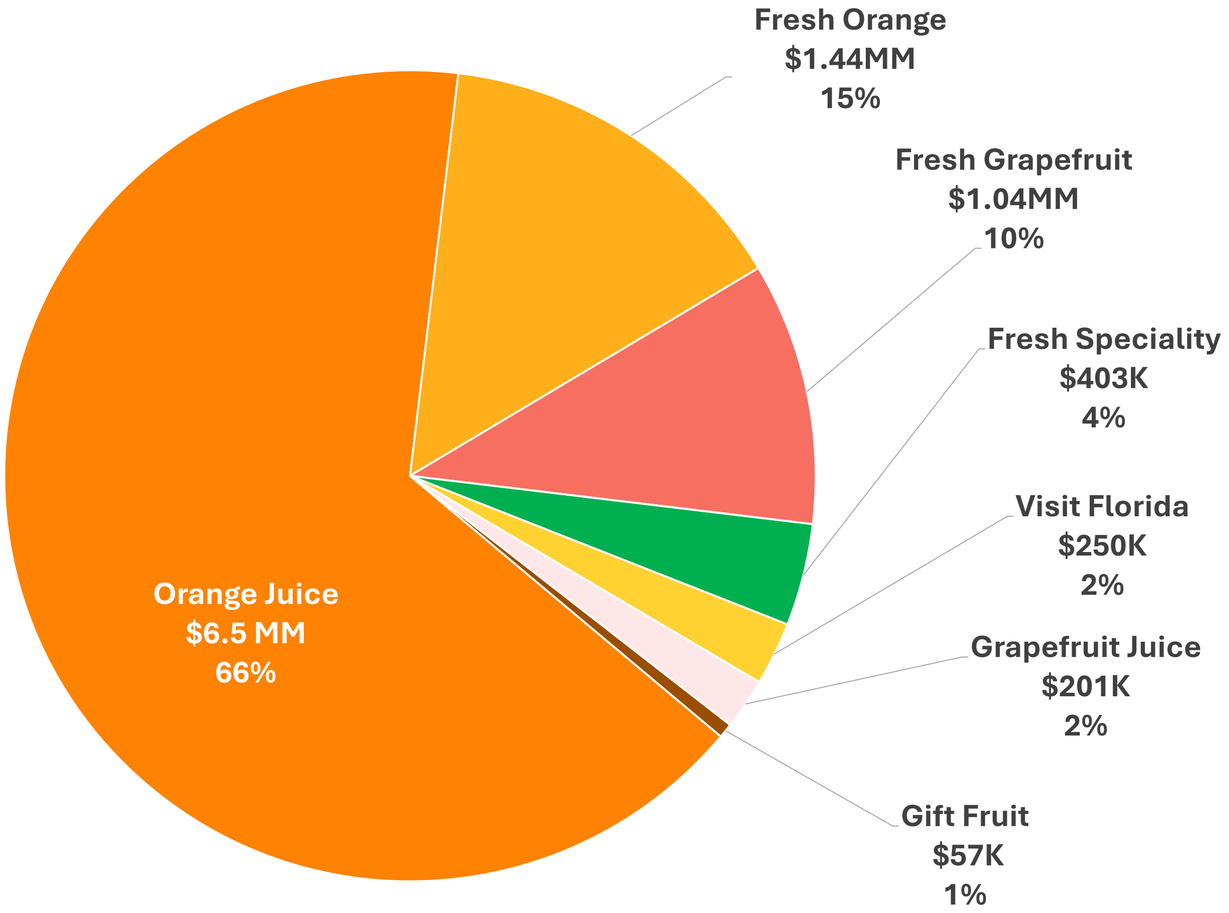
Fresh Grapefruit – Increased e-comm, retail promotions, trade engagement; added College Foodservice

COSTCO WHOLESALE · instacart · Walmart Grocery · E-comm, Display & Retail Promos · Creative · Social & Influencer · Media Relations & Crisis Comms · College Food service

Fresh Specialty – increased ad, e-comm, retail

instacart · E-comm, Display & Retail Promos · Creative · Media Relations

FY26-27
70% OJ/30% Fresh



Orange Juice

Maintains attributed sales goal of $25-$30 million from FY25-26. Removes Grower Series production. Modest reductions to the health pros program, website and influencer content.

Fresh Orange – Increased B2B programming, e-commerce and trade advertising

COSTCO WHOLESALE · instacart · Walmart Grocery · Trade Advertising · E-comm, Display & Retail Promos · Creative · Social & Influencer · Media Relations & Crisis Comms · Youth & Community Education

Grapefruit Juice – Modest reductions across the program

ZETA · instacart · Walmart Grocery · E-comm, Display & Retail Promos · Creative · Social & Influencer

Fresh Grapefruit – Increased B2B programming, e-commerce, retail promotions. Boosted college food service programming

COSTCO WHOLESALE · instacart · Walmart Grocery · E-comm, Display & Retail Promos · Creative · Social & Influencer · Media Relations & Crisis Comms · College Food service

Fresh Specialty – all budgets increased

instacart · E-comm, Display & Retail Promos · Creative · Media Relations

Program Goals: Processed Juice

ESTIMATED RESULTS	UTILIZATION	80:20	70:30
Campaign Impressions	3 Billion	2.5 Billion	2 Billion
Attributed Sales	+$30 – $35 Million	+$25 – $30 Million	$25 – $30 Million
Media Placements	75+	75+	75+
Social Media & Influencers	8 Million Engagements 190 Million Impressions	3 Million Engagements 162 Million Impressions	1.5 Million Engagements 104 Million Impressions
Website	2 Million Page Views	2 Million Page Views	2 Million Page Views
ROAS	$8 – $10	$8 – $10	$8 – $10

Program Goals: Fresh Citrus

ESTIMATED RESULTS	UTILIZATION	80:20	70:30
Campaign Impressions	70 Million	85 Million	105 Million
Attributed Sales	$2.1 – $3.1 Million	$3 – $4.1 Million	$4.3 – $5.8 Million
Media Placements	10+	10+	10+
Social Media & Influencers	770k Engagements 57 Million Impressions	600k Engagements 75 Million Impressions	1.2 Million Engagements 91 Million Impressions
ROAS	$5 – $6	$5 – $6	$5 – $6

Allocation Discussion




International
Program Update

International Marketing Update

FDOC plans to post the intent to award the South Korean RFP to Sohn's Market Makers, LTD. The Japanese RFP will be reposted.

FDOC staff continues to meet with industry, FAS staff and Bryant Christie staff to evaluate a phased approach to reducing our spend in the international markets.

Budget outlined in the budget presented by Lucy reflects the following shifts in programs as requested by industry:

- Reduced spend in consumer awareness
- Increased focus on trade-oriented tactics including trade show promotions/presence, trade media, reverse trade missions, etc.
- Inclusion of tourism adjacent promotions
- Reduced retail spend in overseas markets



International Market Access Program Promotions

MARKET	TACTICS	ESTIMATED COSTS
Canada	Airline Advertising, Reverse Trade Mission, Trade Show Attendance/Promotions, Trade PR & Advertising, In-Store Advertising & Demos, Consumer Sampling Events, Influencer Partnerships, Social & Paid Media, Media Monitoring/Earned Media, Content Development	$1,341,099
Pan Europe	Airline Advertising, Reverse Trade Mission, Trade Show Attendance/Promotions, Trade PR & Advertising, In-Store Advertising	$283,100
France	Airline Advertising, Reverse Trade Mission, Rungis Advertising & Activations, Social & Paid Media, Media Monitoring, Trade Chef Masterclass, Trade Media Partnerships	$462,650
South Korea	Social & Paid Media, Content Creation, Media Relations, Reverse Trade Mission, Agency Educational Tour, Trade Publication Advertising, High-end Food Service, Online Retail Programs, Trade Chef Seminar, Cooking Workshops	$907,600
Japan	High-end Food Service, Airline Advertising, Reverse Trade Mission, POP Creation, Trade Retail Support, Supermarket Trade Show, Trade Media Advertising, Trade Seminar, Social Media & Recipe Development, Media Monitoring, USDA/ATO & Embassy Joint Initiatives, FL Grapefruit Day Event, Media Driven Tasting Event	$463,600

International Regional Agricultural Promotions Program

MARKET	TACTICS	ESTIMATED COSTS
Canada	Canada does not qualify as a market these funds can be used for.	-
Pan Europe	Social Media & Content Creation, Influencers, Website for Belgium, In-Store Promotions	$99,750
France	Chef and Press Kit, UGC Content Creation	$105,700
South Korea	Influencers, Cooking Workshops, Costco In-Store Sampling	$213,300
Japan	Hotel Promotions, Online & Juice Promotions, Influencers	$97,850

International Marketing Update

FDOC's budget ceiling for MAP funds for FY2026/27 is $3,360,259. This is the total amount FDOC is permitted to spend for the fiscal year from an FAS perspective. The FDOC team has outlined a program that would allocate $3,343,049.

Staff is working with Bryant Christie & FAS to reduce our overall match contribution to 50% for the 2026/27 fiscal year. The reduction will result in a reevaluation of FDOC's allowed budget ceiling.

Continued conversations will occur with industry stakeholders throughout the summer as we approach the harvest season to determine whether certain retail programs should be cut.





Contracts

Padilla Speer Beardsley, Inc.

BUSINESS UNIT	Domestic Marketing (Media Relations & Issues Management)
BID REQUIREMENT	Renewal
DOC CONTRACT NO.	24A05
AMOUNT	Based on Approved Budget
FUNDING	5710101511003
TERM	July 1, 2026 through June 30, 2027
PURPOSE	The Department requires a key partner in the planning, execution and evaluation of public relations efforts from a communications and public relations agency that specializes in the representation of agriculture commodities, trade association, and/or global brands/brand families. Vendor will assist in the planning, execution, and evaluation of media relations efforts primarily focused on earned media, proactive and reactive issues management/crisis communication, health and nutrition industry outreach, and other related public relation services.
STATUS	New Contract, same vendor, 1-year contract, two 1-year renewal options *Staff recommends approval of this contract*.

Padilla Speer Beardsley, Inc.

BUSINESS UNIT	Domestic Marketing (Consumer Marketing)
BID REQUIREMENT	Renewal
DOC CONTRACT NO.	24A06
AMOUNT	Based on Approved Budget
FUNDING	5710101511003
TERM	July 1, 2026 through June 30, 2027
PURPOSE	The Department requires a key partner for a consumer marketing and public relations agency that specializes in the representation of agriculture commodities, trade association, and/or global brands/brand families to serve as a key partner in the planning, execution and evaluation of consumer marketing efforts primarily focused on brand management, consumer engagement, eCommerce activations, paid media, digital media, social media, retail activation, influencer engagement and measurement.
STATUS	New Contract, same vendor, 1-year contract, two 1-year renewal options *Staff recommends approval of this contract.*

Visit Florida – Welcome Centers Juice Program

BUSINESS UNIT	Global Marketing
BID REQUIREMENT	Bid Exempt – Single Source
DOC CONTRACT NO.	26006
AMOUNT	$250,000.00
FUNDING	57101512008 – 133434
TERM	July 1, 2026 through June 30, 2027
PURPOSE	Through a strategic alliance with vendor, the Department, by offering 100% Orange and/or Grapefruit Juice from a Florida-based vendor to Florida visitors at Official Florida Welcome Centers, is able to increase awareness of the Florida Citrus industry and its products.
STATUS	New Contract, same vendor, 1-year contract, no renewal *Staff recommends approval of this contract*.


Thank you